ANNUAL OF ADVERTISING ART IN THE UNITED STATES

1921

PRESENTED
TO THE LIBRARY OF THE
ONTARIO COLLEGE
OF ART
BY

Mrs. Sydney Hallam
in memory of
J. S. Hallam
R.C.A., O.S.A.

J. Syd. Hallam

1921

A. The First Award in Section II for Paintings and Drawings in Color
CARMEN—*W. E. Heitland*
Loaned by Columbia Graphophone Company
Exhibited by George Batten Co., Inc.

ANNUAL OF ADVERTISING ART IN THE UNITED STATES

1921

A CATALOGUE FOR THE FIRST ANNUAL EXHIBITION OF
ADVERTISING PAINTINGS AND DRAWINGS
HELD BY THE ART DIRECTORS CLUB
AT THE GALLERIES OF THE NATIONAL ARTS CLUB
NEW YORK, FROM MARCH 2 TO 31

PUBLISHED FOR
THE ART DIRECTORS CLUB BY
PUBLISHERS PRINTING COMPANY
NEW YORK

2238
12/11/56

Copyright, 1921, by
The Art Directors Club, Inc.
New York

THE EXHIBITION

THE ART DIRECTORS CLUB

HEYWORTH CAMPBELL, *President*
J. H. CHAPIN, *Vice-President*
STANFORD BRIGGS, *Second Vice-President*
JAMES ETHRIDGE, *Secretary*
RALPH SHULTZ, *Treasurer*

Executive Committee

FRANKLIN BOOTH GUY CLARK
THOMAS BOOTH RAY GREENLEAF

DURING the last fifteen years there has been developed the highly specialized vocation of advising commerce in the use of art and of interpreting to art the requirements of commerce. Advertising agencies and publishers were among the first to encourage this specialization, but today "art directing" is a professional and well-defined work, often entirely independent of any other.

The Art Directors Club was organized early in 1920 by a group of men ambitious for the progress of art in advertising and industry, who believed they could contribute to the best interests of art and advertising by collective participation in art affairs.

The club recognizes as an art director one who counsels in the buying, selling and creation of art work and whose services have been accepted by any reputable organization.

The officers of the club during its first year were: Richard J. Walsh, President, Thomas Booth, Vice-President, Guy Clark, Second Vice-President, Egbert G. Jacobson, Secretary, William Schaefer, Treasurer.

THE EXHIBITION

IN November 1920 the Art Directors Club sent invitations to those who it thought would be interested in submitting proofs, clippings or other reproductions of advertising illustrations worthy of being included in an exhibition of original paintings and drawings used in American advertising.

The first Art Committee of the club, which originated and set in motion plans for the exhibition, consisted of:

RALPH SHULTZ, *Chairman*	J. H. CHAPIN
STANFORD BRIGGS	RAY GREENLEAF
EGBERT G. JACOBSON	OTTO REBELE
EDWARD A. WILSON	WALTER SMITH

The following regulations governed the exhibition:

Each proof, clipping or other reproduction submitted was to show not merely the illustration but the advertisement in which it appeared.

No illustrations or designs were to be exhibited which had not actually appeared in a magazine or newspaper advertisement, or as a poster, or in an advertising booklet or circular, or other medium.

While the committee would try to limit the exhibition to work which had appeared within the past two years, it would accept illustrations of particular merit even though several years old.

THE PURPOSES OF THE EXHIBITION WERE:

To show forcefully that good art and good advertising are consistent and that successful advertisers are using as high a standard of art as that used in illustration or shown in the average exhibition of studio painting.

To encourage the entrance into the field of advertising illustration of painters who still feel that commercial work is unworthy of their interest.

To encourage and educate students and inexperienced artists.

To give advertisers and advertising executives the opportunity of reviewing from year to year the tendencies of advertising illustration, that they may better utilize the work of artists.

To emphasize the importance of illustration and its intelligent handling in advertising.

The exhibits were divided into three sections as follows:

1. Black and white illustration and design —oil, pen and ink, wash, pencil, photographs, etchings, wood-cuts, etc.
2. Paintings and drawings in color.
3. Posters of all sizes, including car cards.

PATRONS OF THE EXHIBITION

The first annual exhibition was made possible through the financial support of the following, who contributed generously to the fund for awards and other expenses:

American Lithograph Co.
Barrows & Richardson
Barton, Durstine & Osborn, Inc.
George Batten Co., Inc.
Beck Engraving Co.
Harvey Blodgett Co.
William J. Boardman
Stanford Briggs
Stanford Briggs Co., Inc.
Arthur William Brown
Bush-Krebs Co., Louisville
Calkins & Holden
Charles E. Chambers
J. H. Chapin
Cluett, Peabody & Co.
Crowell Publishing Co.
Curtis Publishing Co.
Albert Frank & Co.
Franklin Printing Co.
Sam Moss
Byron Musser
H. K. McCann Co.
New Columbus Litho. Co.
Newell-Emmett Co.
William Oberhardt
Patterson Andress Co.
L. C. Pedlar, Inc.
Photo Engravers' Board of Trade
John O. Powers Co.
Rebele Studios
David Robinson
F. J. Ross Co.
Paul J. Sachs
Sterling Engraving Co.
Street & Finney
J. Walter Thompson Co.
Walker Engraving Co.
N. C. Wyeth

COMMITTEE ON FIRST ANNUAL EXHIBITION

Frederic J. Suhr, *Chairman*
Heyworth Campbell, *Secretary*
John DeVries, *Treasurer*

Announcements
- John DeVries, *Chairman*
- Everett R. Currier
- Ray Greenleaf
- Richard J. Walsh

Finance
- John DeVries, *Chairman*
- Stanford Briggs
- James Ethridge
- Richard J. Walsh

Publicity
- Heyworth Campbell, *Chairman*
- F. DeSales Casey
- Ray Greenleaf
- Walter Smith
- Richard J. Walsh

Hanging
- Byron J. Musser, *Chairman*
- M. B. Aleshire
- Guy Clark
- Peter A. Juley
- William Oberhardt

Mailing Lists
- Ralph Shultz, *Chairman*
- Heyworth Campbell
- Gerald Page-Wood
- Walter Whitehead

Dinner
- J. H. Chapin, *Chairman*
- John Clyde Oswald

Awards
- J. H. Chapin, *Chairman*
- Franklin Booth
- Heyworth Campbell
- F. DeSales Casey
- Ray Greenleaf
- August Hutaf

Proofs
- Robert Parkes, *Chairman*
- Franklin Booth
- Samuel Moss
- Ralph Shultz
- E. A. Wilson

Originals
- F. DeSales Casey, *Chairman*
- Ray Greenleaf
- Peter A. Juley
- Samuel Moss
- William Oberhardt

Catalogue
- Heyworth Campbell, *Chairman*
- M. B. Aleshire
- F. DeSales Casey
- Fred Farrar
- Otto Rebele
- Richard J. Walsh

Poster
- August Hutaf, *Chairman*
- Otto Rebele
- E. A. Wilson

REPORT
OF THE JURY OF AWARDS

In announcing its awards, the jury wishes to make the following observations:

1—A number of paintings and drawings have been hung which were received at the Gallery after the Jury had adjourned and were not, of course, considered.

2—The awards have been made only with regard to the merit of the subjects as paintings or drawings and without attempting to judge their value as advertisements. The fact that they have been used for advertising has necessarily been accepted by the Jury as prima facie evidence of their advertising value.

3—The Jury feels that the exhibits should have been sub-divided into a greater number of sections, particularly in the black and white section, where oil, pen and ink, wash, pencil, photographs, etchings and wood-cuts were all to be considered together. There were so few photographs, etchings and decorative designs that the Jury did not attempt to make any awards in these classes of subjects. It awarded one honorable mention in the wood-cut classification. It recommends that in future exhibitions wood-cuts and etchings be considered separately from drawings and paintings.

4—The Jury decided, with reluctance, that it must make its awards without taking into account the reproductive possibilities of the subject. No complete set of proofs or other reproductions of the exhibits was available. It is recognized that the failure to obtain proper reproduction might be chargeable to the engraver, the printer or to the requirement of haste in handling which unfortunately obtains in most advertising production, to the great detriment of quality. It is equally true, however, that many artists do not have sufficient knowledge of, or give sufficient consideration to, processes of reproduction. We strongly recommend that in future exhibitions of this character provision be made for judgment of the exhibits with regard to their possibilities for successful reproduction.

5—The Jury was authorized to award a medal for the best exhibit in each of three divisions and has done so. It was also given discretionary power to award one or more special medals but sees no occasion for doing so. It has, however, because of the great variety of the exhibits, increased the proposed number of honorable mentions.

Richard J. Walsh, *Chairman*
Robert Henri
Charles Dana Gibson
E. H. Blashfield
Arthur W. Dow
Joseph Pennell

AWARDS

Section I.

Black and White Illustration and Design.

The First Award—Medal—to Frederic R. Gruger for black and white drawing —"Curtain Fire"—used in newspaper advertising by the Curtis Publishing Company. Plate B, page xii.

Honorable Mentions:

Franklin Booth—for a pen drawing made for the Victor Talking Machine Company through the Franklin Printing Company. Plate 253, page 86.

Wallace Morgan—for a drawing made for Ovington through Barton, Durstine & Osborn. Plate 117, page 37.

John J. A. Murphy—for wood-cuts made for the Ritz-Carlton Hotel through the Irving Press. Plates 291-292, page 97.

Henry Raleigh—for a drawing made for Arbuckle Bros. through the J. Walter Thompson Company. Plate 33, page 10.

Section II.

Paintings and Drawings in Color.

The First Award—Medal—to W. E. Heitland for painting made for the Columbia Graphophone Company through the George Batten Company. Frontispiece.

Honorable Mentions:

C. C. Beale—for a drawing, in colors, made for the Chickering Division of the American Piano Company through the Bricka-Ford Company. Plate 178, page 61.

Dean Cornwell—for a painting made for the Andrew Jergens Company through the J. Walter Thompson Company. Plate 61, page 19.

J. C. Leyendecker—for a painting made for Cluett, Peabody & Co. Plate 132, page 44.

Maxfield Parrish—for a painting, "Primitive Man", made for the Edison Lamp Works of the General Electric Company through Barton, Durstine & Osborn. Plate 267, page 91.

Section III.

Posters of All Sizes Including Car Cards.

The First Award—Medal—to René Clarke for poster drawing made for Crane & Company through Calkins & Holden. Plate 114, page 36.

Honorable Mentions:

Elizabeth Shippen Green Elliott—for a poster made for the Fleischmann Company through Donovan & Armstrong. Plate 104, page 32.

Edward Penfield—for a series of four posters made for the Franklin Printing Company. Plate 128, page 42.

Adolph Treidler—for an automobile catalog design made for the Pierce-Arrow Motor Car Company through the Bartlett-Orr Press. Plates 162-3-4, page 55.

FOREWORD

FROM the beginning, usefulness has been the criterion of vitality in art. The exhibits in our museums of fine art today are for the most part exhibits of ancient and medieval applied and industrial art. The ceramics, sculpture, furniture, armour, tapestry, jewelry, painting and stained glass, whose beauty we admire, were primarily developed by a demand for articles of use. The origin of ceramic art is essentially a response to need, yet its highest development, in Chinese porcelain, exhibits the same regard for utility as the clay bowls of primitive man.

The tombs of Egypt are found rich in magnificent sculpture, not because the Egyptians worshiped beauty but because they believed in immortality and required sarcophagi and tombs for their royal families. Beauty at first was a minor consideration; but ever since beauty became an end in itself, even the most exquisite examples of art have been judged by their functional fitness no less than by the design and craftsmanship displayed.

In this country the only art which can claim the distinction of national expression is one of the most highly useful arts in any civilization — architecture. Not country house nor city residence architecture, for both of these are very strongly reminiscent of European models; but commercial architecture, structures such as railway terminals, hotels, and office buildings. Commerce, facing the prohibitive cost of land and the crowding for space in defined areas, realized the economy of the skyscraper, the triple level terminal and the large hotel, and called for a new architecture. The result was a real contribution to art. It is significant that commerce should have been responsible for this important contribution.

Just as in Greece the wealth and power of the state enabled it to patronize art, just as in Italy and France the riches and power of the church enabled it in turn to command the services of art, so today in the United States, where encouragement from government, religion and private wealth is infrequent, the need and wealth of commerce have empowered it to assume the patronage of art.

This book is a catalog of an exhibition of paintings and drawings not only prescribed by commerce but made for the purpose of stimulating commerce. Commerce has seen the value of making known its wares through advertising and has been quick to perceive the usefulness of art in presenting these wares attractively.

Mr. Ernest Elmo Calkins, writing of the exhibition, said in part: "More artistic ability is now available for the advertiser's use than he is using—than he even realizes. Thousands of pictures were submitted for the purposes of this exhibition. Only three hundred were thought good enough from among them. But good as they are, they are not as good as they could be. They are not the best that can be done. What is needed is a better atmosphere—a better attitude toward good work—a better understanding of the selling power that can be put into pictured advertising —a less stiff and condescending state of mind on the part of the world's greatest artists—a less intolerant and narrow-minded attitude on the part of the world's greatest advertisers."

As commerce has engaged the best architects to meet the requirements of utility and by that has evolved a national architecture, it will engage the best artists to produce its advertising pictures, and thus a second great national art expression based on usefulness will be developed.

EGBERT G. JACOBSON

CATALOGUE

B. The First Award in Section I for Black and White Illustration and Design
"Curtain Fire"—*Frederic R. Gruger*
Exhibited and loaned by the Curtis Publishing Company

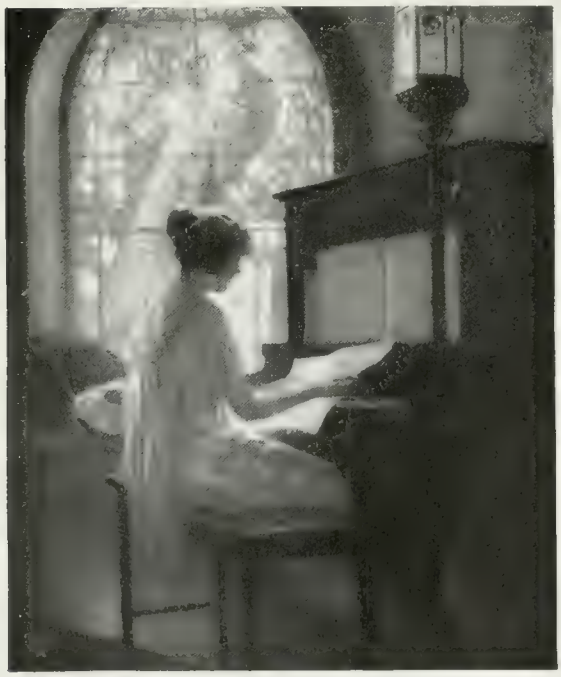
1 "Rivals"—*J. Chenoweth*
Loaned by The Royal Tailors
Exhibited by Bertsch & Cooper

2 French Satin—*Carl Erickson*
Loaned and exhibited by Pelgram & Myer

3 McElwain Shoes—*Wallace Morgan*
Loaned by W. H. McElwain Co.
Exhibited by Barton, Durstine & Osborn, Inc.

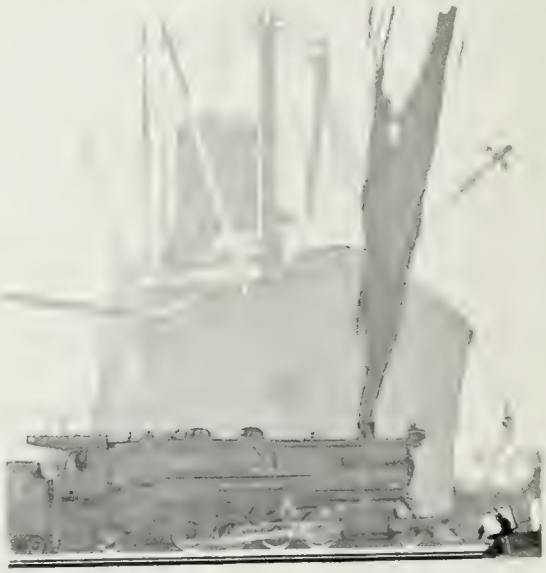
4 White Trucks—*E. G. Teale*
Loaned and exhibited by the Caxton Company

6 Alexander Hamilton Institute
Arthur William Brown
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.



5 Packard Pianos—*Andrew Loomis*
Loaned by The Packard Company
Exhibited by Charles Everett Johnson Co.

7

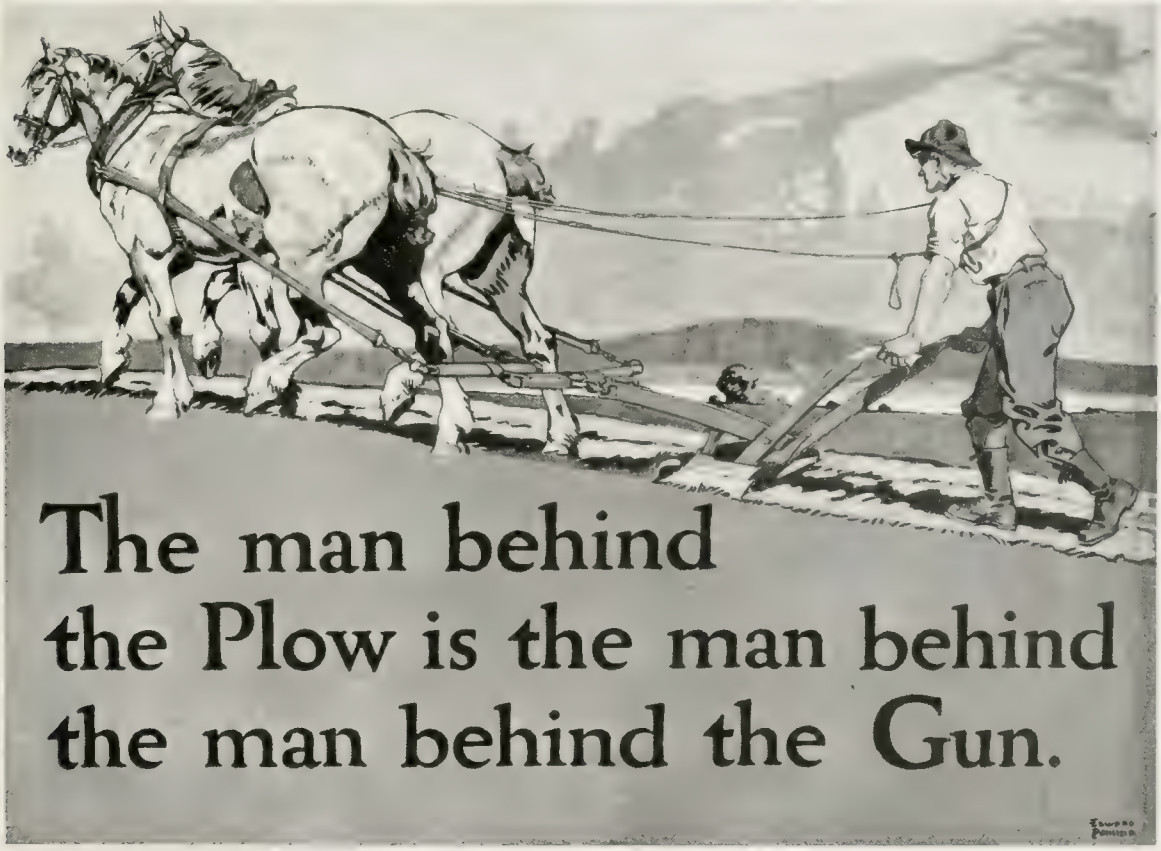


8

Burroughs Adding Machines—*Harry Lees*
Loaned and exhibited by the Burroughs Adding Machine Co.

9 Asbestos Shingles—*H. R. Weld*
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.

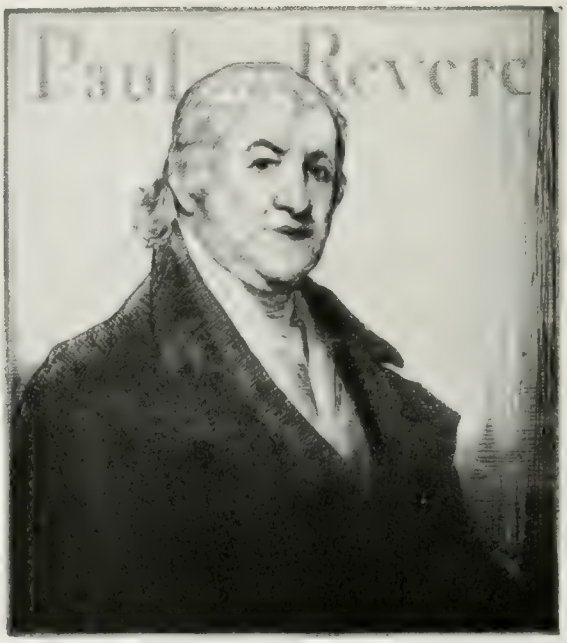
10 Hartmann Trunks—*J. Chenoweth*
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.



11 Department of Agriculture, U. S. Government—*Edward Penfield*
Loaned and exhibited by Edward Penfield

12 Asbestos *William Oberhardt*
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.

13 Paint and Varnish *L. A. Shafer*
Loaned by the Paint and Varnish Association
Exhibited by the F. J. Ross Co., Inc.



14 Etched Portrait—*Percy Grassby*
Loaned and exhibited by the Franklin Printing Co.

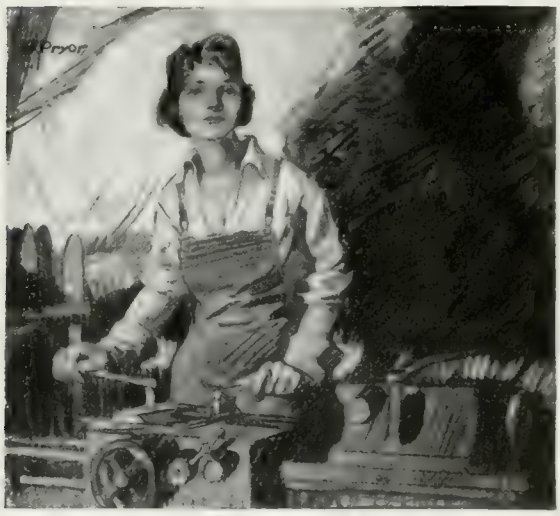
15 Vode Kid—*R. K. Ryland*
Loaned by Standard Kid Manufacturing Co.
Exhibited by the George Batten Company

16 Nujol—*Walter Dean Goldbeck*
Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co.

17 "Moon-glo" Silk —*Lejaren à Hiller*
Loaned by J. A. Migel
Exhibited by Street & Finney

18 Pierce-Arrow Motor Car
Edward A. Wilson
Loaned by The Pierce-Arrow Motor Car Company
Exhibited by Calkins & Holden, Inc.

19 Eldorado Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son



20 —*Warrant Pryor*
Loaned and exhibited by The Amsden Studios Co.

21 Lux—*Lucile Patterson Marsh*
Loaned by the Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

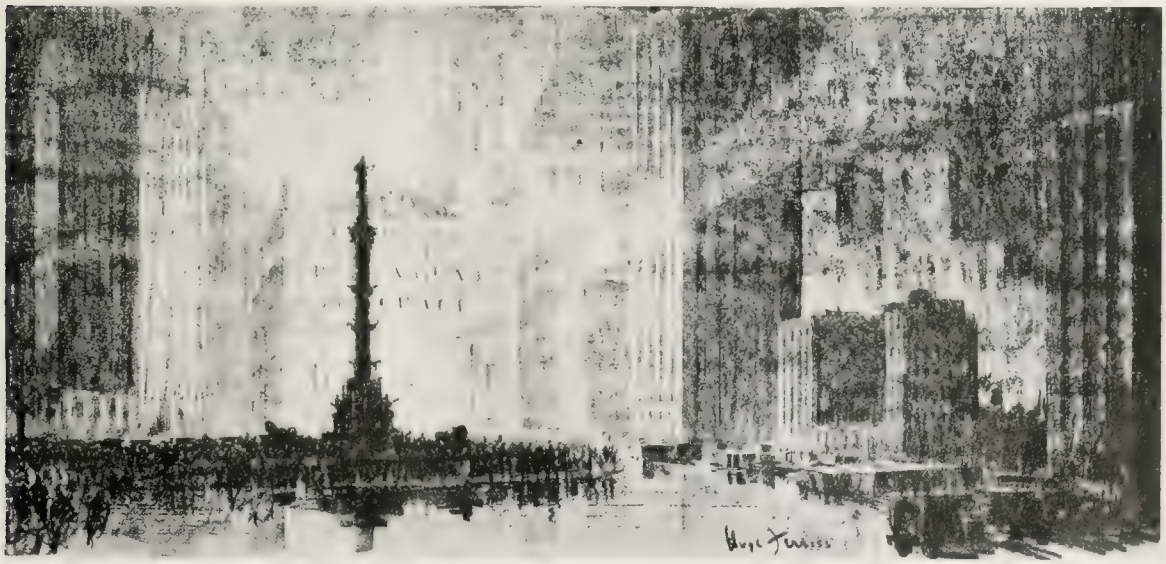
22 Alexander Hamilton Institute
Arthur William Brown
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

23 Odorono—*F. R. Gruger*
Loaned by the Odorono Co.
Exhibited by J. Walter Thompson Co.

24 Alexander Hamilton Institute—*F. R. Gruger*
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

25 Alexander Hamilton Institute
Arthur William Brown
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

26 Napoleon Bonaparte
MacClelland Barclay
Loaned and exhibited by Charles Everett Johnson Co.



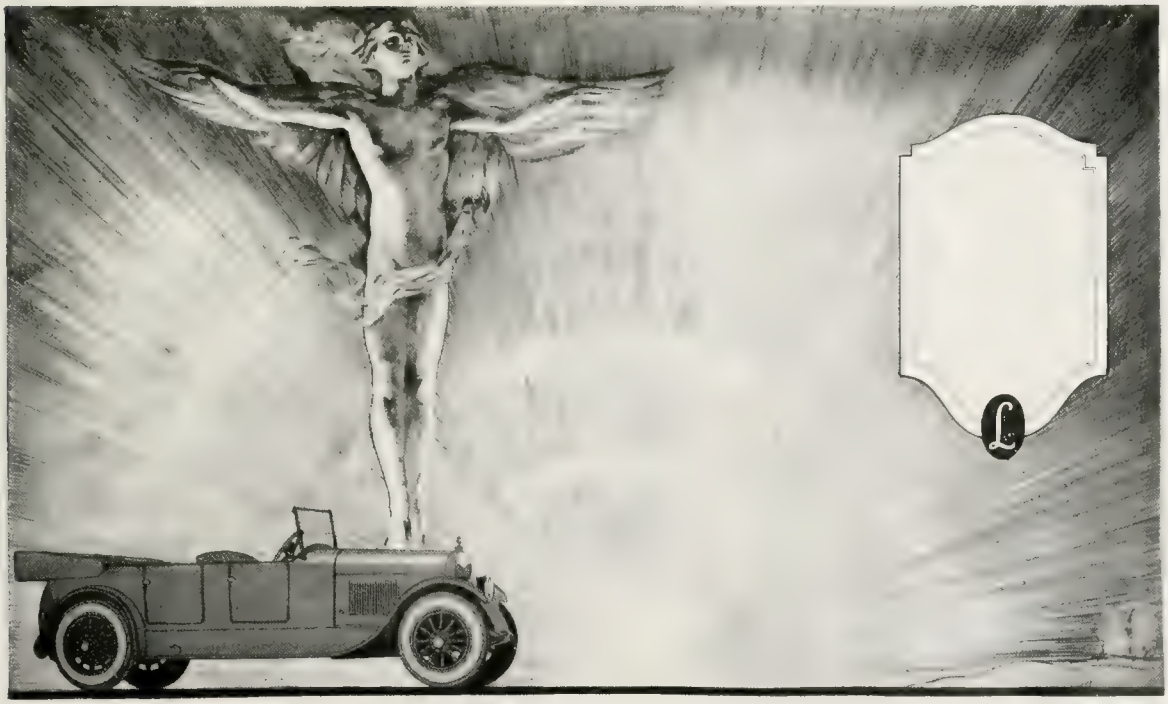
27 Paramount Pictures—*Hugh Ferriss*
Loaned by the Famous Players-Lasky Corporation
Exhibited by Hanff-Metzger, Inc.

28 SECURITIES—*A. E. Foringer*
Loaned by the National City Co.
Exhibited by The Blackman Co.

29 EVER-READY SAFETY RAZOR
J. Henry Bracker
Loaned by the American Safety Razor Co.
Exhibited by the Federal Advertising Agency, Inc.

30 —*Warrant Pryor*
Loaned and exhibited by The Amsden Studios Co.

31 Cadillac Motor Car—*Donald Gardner*
Loaned by the Cadillac Motor Car Co.
Exhibited by T. F. MacManus, Inc.



32 Lincoln Motors—*Earl Horter*
Loaned and exhibited by the Lincoln Motor Co.

33 YUBAN COFFEE—*Henry Raleigh*
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

34 AUTOMATIC SCALES *A. T. Tornrose*
Loaned by the Toledo Scales Co.
Exhibited by The Blackman Co.

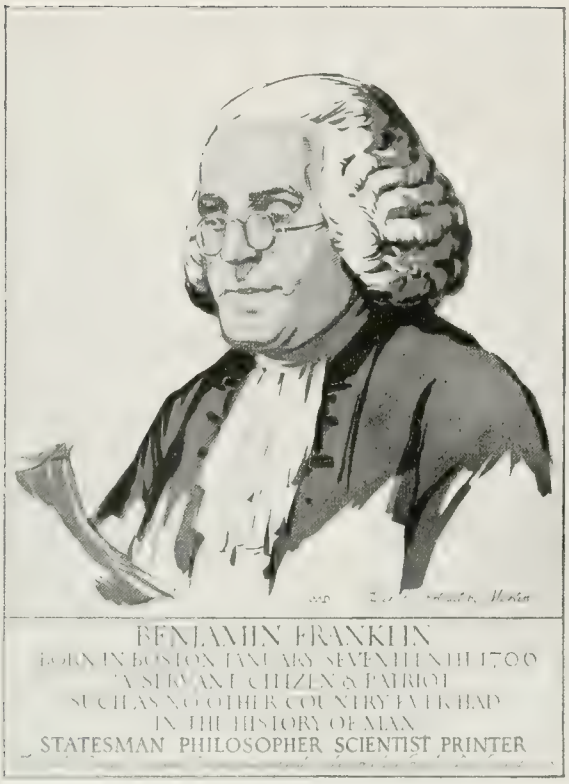
35 CADILLAC MOTOR CARS—*Donald Gardner*
Loaned by the Cadillac Motor Car Co.
Exhibited by T. F. MacManus, Inc.

36 Victor Records—*Vaux Wilson*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

37 Wolfhead Undergarments—*The Reeses*
Loaned by The Wolf Co.
Exhibited by Barrows & Richardson

38 Face Cream—*Maud Tousey Fangel*
Loaned by Colgate & Co.
Exhibited by Frank Seaman, Inc.

39 Asbestos Shingles—*Stanley F. McNeill*
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.



40 Portrait—*W. A. Dwiggins*
Loaned and exhibited by the Franklin Printing Co.

41 Atlas Portland Cement
Thomas D. Ben Rimo
Loaned by the Atlas Portland Cement Co.
Exhibited by Frank Seaman, Inc.

42 Cover Design—*Joseph Bolegard*
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

43 Ever-Ready Safety Razor
J. Henry Bracker
Loaned by the American Safety Razor Co.
Exhibited by the Federal Advertising Agency, Inc.

44 VICTOR RECORDS—*Herbert Paus*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

45 VICTOR RECORDS—*Herbert Paus*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

46 LOWNEY'S CHOCOLATES—*Wm. Rienecke*
Loaned by the Walter Lowney Co.
Exhibited by The Blackman Co.

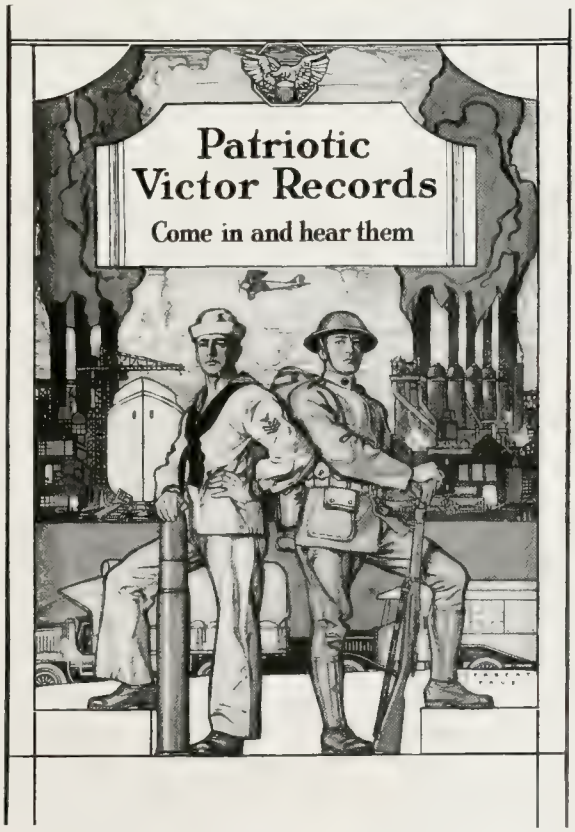
47 WOMEN'S HATS—*Alfred Cheney Johnston*
Loaned and exhibited by Dobbs & Co.

48 Sherwin-Williams Paints and Varnishes
The Reeses
Loaned by The Sherwin-Williams Co.
Exhibited by Calkins & Holden, Inc.

49 Smoked Ham—*John Newton Howitt*
Loaned by Swift & Co., Inc.
Exhibited by J. Walter Thompson Co.

50 Men's Clothing—*John E. Sheridan*
Loaned and exhibited by Hart Schaffner & Marx

51 Peanut Butter—*Cushman Parker*
Loaned by the Beechnut Packing Company
Exhibited by The H. K. McCann Co.



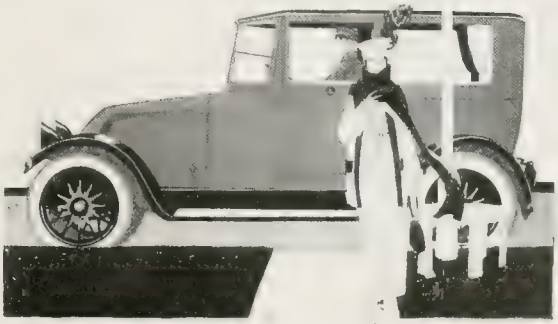
52 Victor Records—*Herbert Paus*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

53 Liberty Tape—*Edmund G. Davenport*
Loaned by the Liberty Paper Co.
Exhibited by The H. K. McCann Co.

54 Mallory Hats—*Leon M. Gordon*
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batten Co., Inc.

55 TERRA-COTTA—*Hugh Ferriss*
Loaned by the National Terra-Cotta Society
Exhibited by The Erickson Co.

56 PIERCE-ARROW MOTOR CARS—*Adolph Treidler*
Loaned by The Pierce-Arrow Motor Car Company
Exhibited by the Bartlett-Orr Press



57 FRANKLIN MOTOR CARS—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.

58 PEARS SOAP—*Charles E. Chambers*
Loaned by the Walter Janvier Co.
Exhibited by George Batten Co., Inc

59 FATIMA CIGARETTES *Wm. Oberhardt*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

60 FATIMA CIGARETTES—*Audubon Tyler*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

61 Woodbury's Facial Soap—*Dean Cornwell*
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.

62 Independence Hall—*Charles R. Paul*
Loaned and exhibited by the Franklin Printing Co.

63 Ovington's—*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.

64 Swift's Ham and Bacon
John Newton Howitt
Loaned by Swift & Co., Inc.
Exhibited by J. Walter Thompson Co.

65 Hartmann Trunks—*J. Chenoweth*
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.

66 Pierrette Silk—*Lejaren à Hiller*
Loaned by J. A. Migel
Exhibited by Street & Finney, Inc.

67 Jewelry—*Roy Spieter*
Loaned by the National Jewelers Board of Trade
Exhibited by the Vanderhoof Advertising Agency

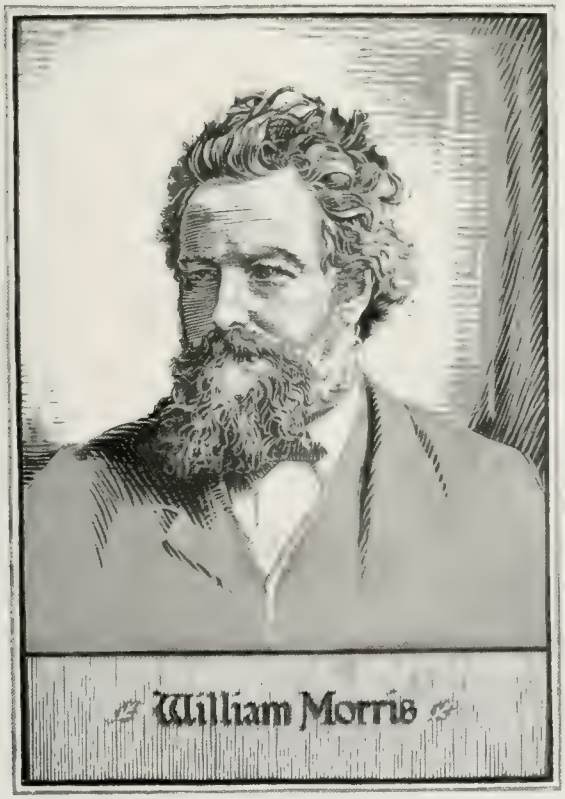
68 Hartmann Trunks—*J. Chenoweth*
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.

69 Edison Mazda Lamps—*Maxfield Parrish*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

70 Duplex Lighting Fixtures
George J. Illian
Loaned by the Duplex Lighting Works of General Electric Co.
Exhibited by Barrows & Richardson

71 Crane's Linen Lawn and Eaton's Highland Linen—*MacClelland Barclay*
Loaned by the Eaton, Crane & Pike Company
Exhibited by Calkins & Holden, Inc.

72 U. S. Golf Balls—*E. R. Burgraff*
Loaned by the U. S. Rubber Co.
Exhibited by The H. K. McCann Co.



73 Wood Engraved Portrait—*Percy Grassby*
Loaned and exhibited by the Franklin Printing Co.

74 Calendar Illustration—*James Preston*
Loaned and exhibited by the Beck Engraving Co.

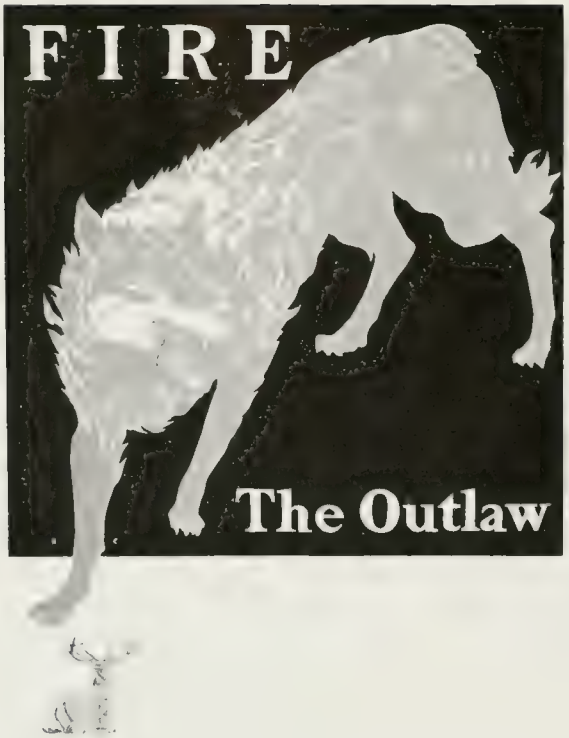
75 Victor Records—*Vaux Wilson*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

76 Minute Tapioca—*Charles Irvine*
Loaned by the Minute Tapioca Co.
Exhibited by George Batten Co., Inc.

77 Men's Clothing—*S. N. Abbott*
Loaned and exhibited by Hart Schaffner & Marx

78 Aunt Jemima Pancake Flour—*N. C. Wyeth*
Loaned by the Aunt Jemima Mills Co.
Exhibited by J. Walter Thompson Co.

79 Men's Clothing—*Edward Penfield*
Loaned and exhibited by Hart Schaffner & Marx



80 Hartford Fire Insurance—*René Clarke*
Loaned by The Hartford Fire Insurance Co.
Exhibited by Calkins & Holden, Inc.

81 U. S. Army Teaches Trades—*Adolph Treidler*
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.

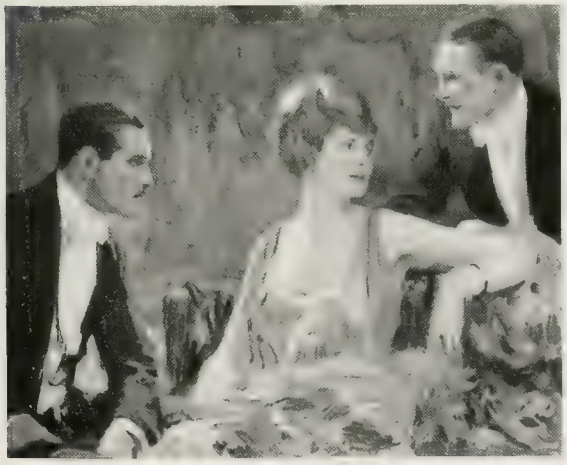
82 Asbestos—*F. R. Gruger*
Loaned by the Johns-Manville Co.
Exhibited by Newell-Emmett Co., Inc.

83 Kiddie Kars—*Sarah Stilwell Weber*
Loaned by the H. C. White Co.
Exhibited by Barrows & Richardson

84 Kiddie Kars—*Sarah Stilwell Weber*
Loaned by the H. C. White Co.
Exhibited by Barrows & Richardson

85 Franklin Motor Cars—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.

86 Franklin Printing Co. *Edward Penfield*
Loaned and exhibited by the Franklin Printing Co.



87 Woodbury's Facial Soap—*Walter Biggs*
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.

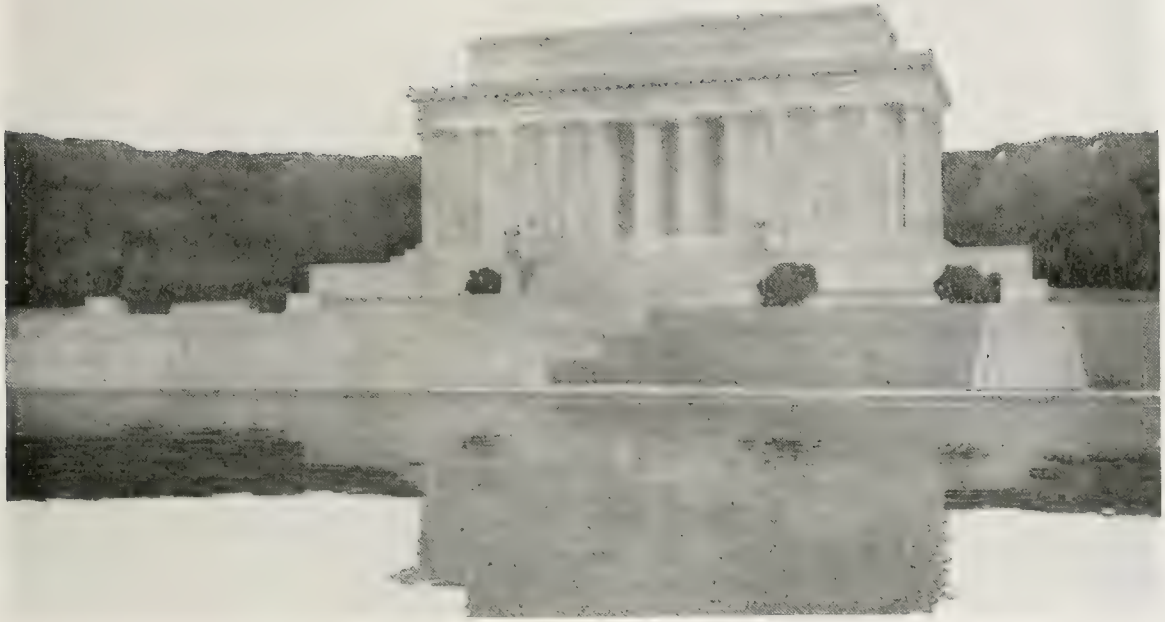
88 Kiddie Kars—*Sarah Stilwell Weber*
Loaned by the H. C. White Co.
Exhibited by Barrows & Richardson

89 Wolfhead Underwear—*The Reeses*
Loaned by The Wolf Co.
Exhibited by Barrows & Richardson

90 Mural Poster—*George J. Illian*
Loaned and exhibited by M. Rusling Wood

91 Storage Batteries—*Gail Porter Hoskins*
Loaned and exhibited by Gould Storage Battery Co.

92 —*E. G. Teale*
Loaned and exhibited by the Caxton Company



93 Lincoln Memorial Building *Jules Guerin*
Loaned by the George A. Fuller Co.
Exhibited by the Critchfield Co.

94 Edison Mazda Lamps—*Maxfield Parrish*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

95 Victor Talking Machines—*Edward A. Wilson*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Co.

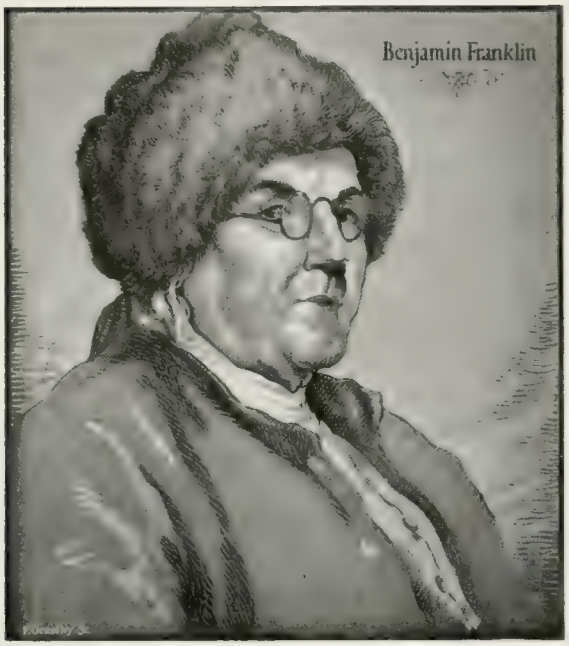
96 Steinway Pianos—*Charles E. Chambers*
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son

97 Steinway Pianos—*Charles E. Chambers*
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son

98 Estey Organ—*Edward A. Wilson*
Loaned by The Estey Organ Company
Exhibited by Calkins & Holden, Inc.

99 Steinway Pianos—*Harry Townsend*
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son

100 Steinway Pianos—*Charles E. Chambers*
Loaned by Steinway & Sons
Exhibited by N. W. Ayer & Son



101 BENJAMIN FRANKLIN—*Percy Grassby*
Loaned and exhibited by the Franklin Printing Company

102 SILK HOSIERY—*Marjory C. Woodbury*
Loaned by the McCallum Hosiery Co.
Exhibited by George Batten Co., Inc.

103 FLEISCHMANN'S YEAST—*Jessie Willcox Smith*
Loaned by The Fleischmann Co.
Exhibited by Donovan & Armstrong

104 FLEISCHMANN'S YEAST
Elizabeth S. G. Elliott
Loaned by The Fleischmann Co.
Exhibited by Donovan & Armstrong

105 Interchurch World Movement—*F. R. Gruger*
Loaned by the Interchurch World Movement of North America
Exhibited by Barton, Durstine & Osborn, Inc.

106 Vode Kid—*R. K. Ryland*
Loaned by the Standard Kid Manufacturing Co
Exhibited by George Batten Co., Inc.

107 Adding Machines—*Harry Lees*
Loaned and exhibited by the Burroughs Adding Machine Co.

108 Swift Food Products—*Sigmund Schou*
Loaned by Swift & Co.
Exhibited by J. Walter Thompson Co.

109 Ascher's Knit Goods—*Lucile Patterson Marsh*
Loaned by Simon Ascher & Co., Inc.
Exhibited by Biow Co., Inc.

110 HARES MOTORS—*C. B. Falls*
Loaned by Hares Motors, Inc.
Exhibited by Hanff-Metzger, Inc.

111 —*C. Tenggren*
Loaned by The Amsden Studios Co.

112 QUEEN QUALITY SHOES—*Anita Parkhurst*
Loaned by Thomas G. Plant Co.
Exhibited by Frank Seaman, Inc.

113 SUNKIST ORANGES
Charles Everett Johnson
Loaned by the California Fruit Growers Exchange
Exhibited by Lord & Thomas

The First Award in Section III for Posters of all sizes including Car Cards
114 Crane Papers—The First Advertisement—*René Clarke*
Loaned by Crane & Co.
Exhibited by Calkins & Holden, Inc.

115 Djer-Kiss—*Maxfield Parrish*
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Co

116 HEINZ SPAGHETTI—*G. Patrick Nelson*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc

117 OVINGTON'S—*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc

118 Spirit of Transportation—*Jonas Lie*
Loaned and exhibited by The Clark Equipment Co.

119 Fatima Cigarettes—*Audubon Tyler*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

120 Heinz Baked Beans—*G. Patrick Nelson*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

121 Eldorado Lead Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

122 Eldorado Lead Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

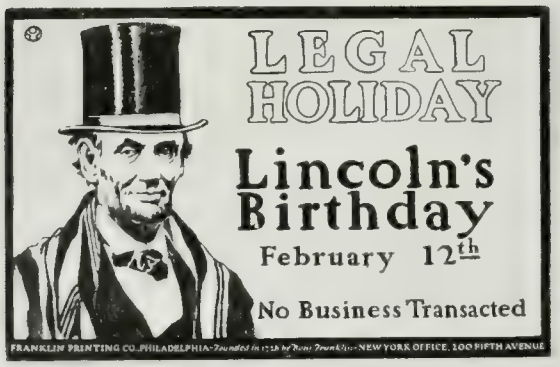
123 Vode Kid—*R. K. Ryland*
Loaned by the Standard Kid Mfg. Co.
Exhibited by George Batten Co., Inc.

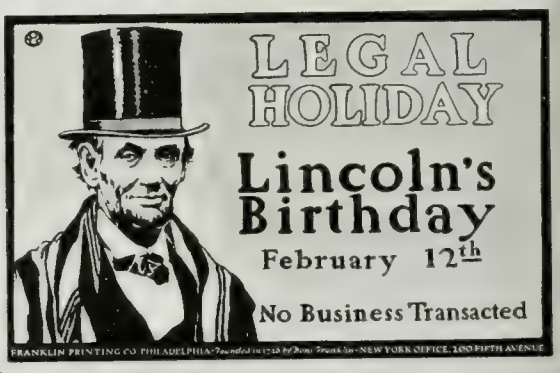
124 Franklin Printing Company —*Edward Penfield*
Loaned and exhibited by the Franklin Printing Company

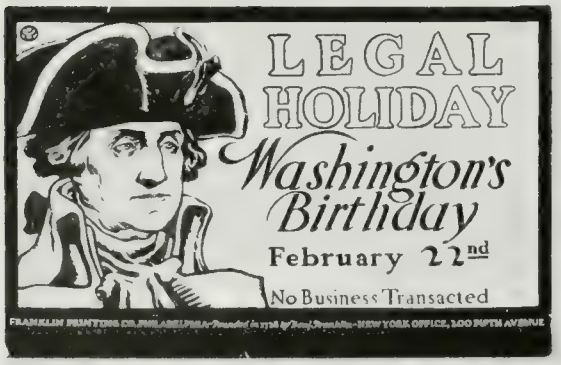
125 Old Colony Trust Co.—*Henry A. Botkin*
Loaned by the Old Colony Trust Co.
Exhibited by The H. K. McCann Co.

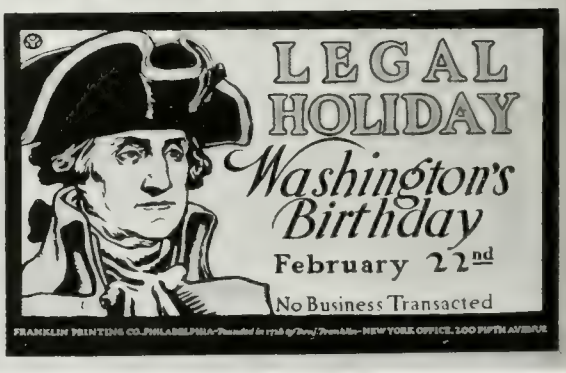
126 Multigraph—*Harry Lees*
Loaned and exhibited by the Multigraph Co.

127 Libby's Baked Beans—*Sigmund Schou*
Loaned by Libby, McNeill & Libby
Exhibited by J. Walter Thompson Co.







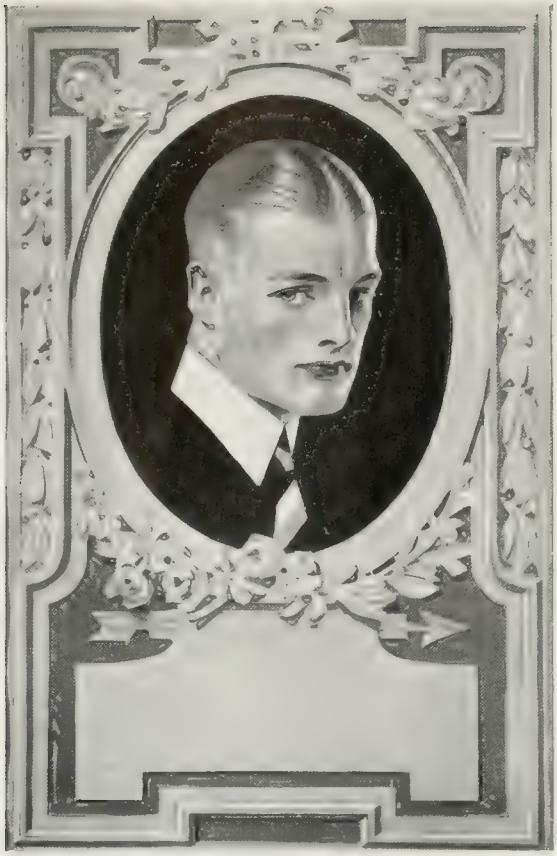


128 Franklin Printing Company—*Edward Penfield*
Loaned and exhibited by the Franklin Printing Company

129 Edison Mazda Lamps—*Norman Rockwell*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

130 Pompeian Cream—*W. E. Heitland*
Loaned by the Pompeian Mfg. Co.
Exhibited by George Batten Co., Inc.

131 Franklin Motor Cars—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.



132 Arrow Collars—*J. C. Leyendecker*
Loaned and exhibited by Cluett, Peabody & Co., Inc.

133 Djer-Kiss—*Edward A. Wilson*
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Co.

134 Mum—*Linn Ball*
Loaned by George B. Evans
Exhibited by John O. Powers Company

135 Aunt Jemima's Pancake Flour—*N. C. Wyeth*
Loaned by the Aunt Jemima Mills Co.
Exhibited by J. Walter Thompson Co.

136 Men's Clothing—*S. N. Abbott*
Loaned and exhibited by Hart Schaffner & Marx

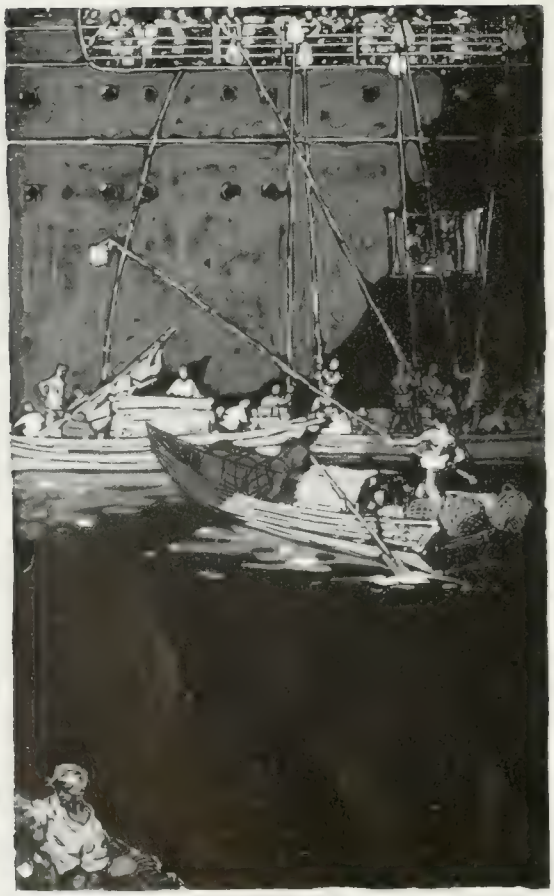
137 The White Motor Truck—*E. G. Teale*
Loaned and exhibited by the Caxton Company

138 Morris' Ham and Bacon—*Maurice Logan*
Loaned and exhibited by Morris & Company

139 The Spirit of Transportation *Maxfield Parrish*
Loaned and exhibited by The Clark Equipment Co.

140 Chesterfield Cigarettes—*J. C. Leyendecker*
Loaned and exhibited by the Liggett & Myers Tobacco Co.

141 LUX *Lucile Patterson Marsh*
Loaned by the Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

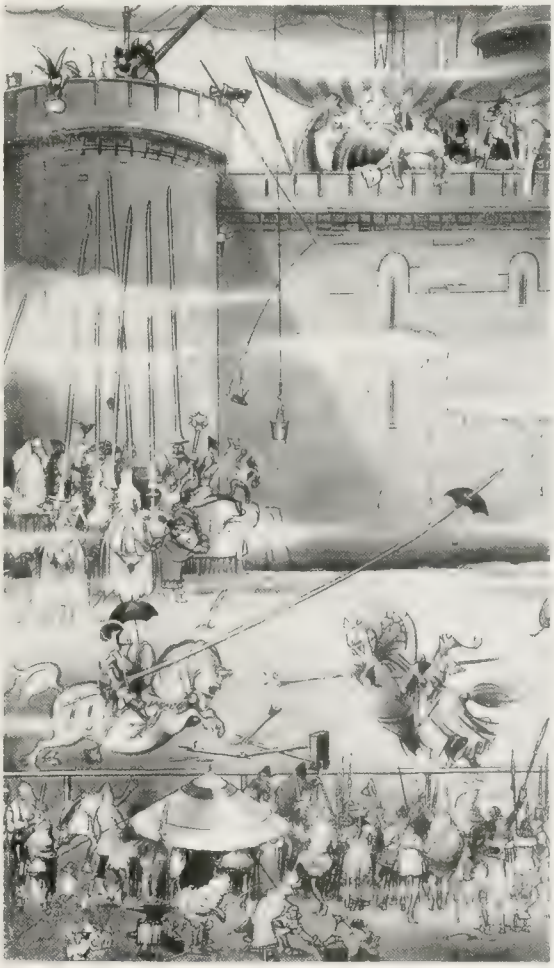


142 CARGO CARRIERS AT AN ORIENTAL PORT 143
Ben. L. Kidder

144 Catalog Cover—*Joseph Bolegard*
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

145 Royal Baking Powder—*Torre Bevans*
Loaned by the Royal Baking Powder Co.
Exhibited by the Federal Advertising Agency, Inc.

146 Lace Curtains—*The Reeses*
Loaned by the Scranton Lace Co.
Exhibited by Barrows & Richardson



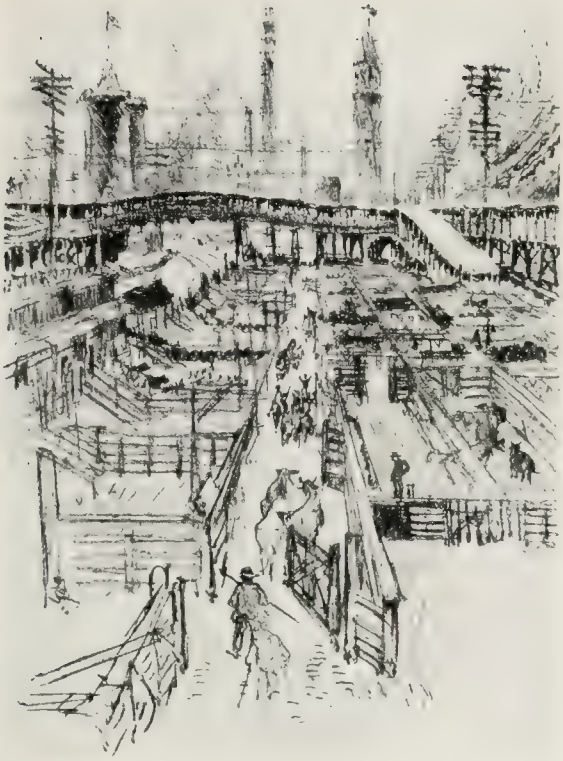
147 Men's Clothing—*Charles H. Forbell*
Loaned and exhibited by Rogers Peet Co.

148 Victor Talking Machines
Edward A. Wilson
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Company

149 White Motor Truck—*E. G. Teale*
Loaned and exhibited by the Caxton Company

150 Calendar Illustration *James Preston*
Loaned and exhibited by the Beck Engraving Co.

151 Royal Typewriters—*Clarence Helck*
Loaned by the Royal Typewriter Co.
Exhibited by The H. K. McCann Co.



152 Union Stock Yards
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.

153 Union Stock Yards
Charcoal Study by Joseph Pennell
Loaned and exhibited by Armour & Co.

154 Ovington's—*Wallace Morgan*
Loaned by the Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.

155 Edison Mazda Lamps—*Norman Rockwell*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

156 Heinz Baked Beans—*Charles E. Chambers*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

SHERWIN-WILLIAMS
PRODUCTS

157 SHERWIN-WILLIAMS PAINTS AND VARNISHES
The Reeses
Loaned by The Sherwin-Williams Co.
Exhibited by Calkins & Holden, Inc.

158 CALOL LUBRICATING OILS—*John Kelly*
Loaned by the Standard Oil Company of Calif
Exhibited by The H. K. McCann Co.

159 MCELWAIN SHOES—*Henry Raleigh*
Loaned by W. H. McElwain Co.
Exhibited by Barton, Durstine & Osborn, Inc.

160 Electric Locomotive—*Walter Greene*
Loaned and exhibited by the General Electric Co.

161 Chesterfield Cigarettes—*J. C. Leyendecker*
Loaned and exhibited by the Liggett & Myers Tobacco Co.

162 The Pierce-Arrow Motor Car
Adolph Treidler
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by the Bartlett-Orr Press

163 The Pierce-Arrow Motor Car
Adolph Treidler
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by the Bartlett-Orr Press

164 The Pierce-Arrow Motor Car—*Adolph Treidler*
Loaned by The Pierce-Arrow Motor Car Co.
Exhibited by the Bartlett-Orr Press

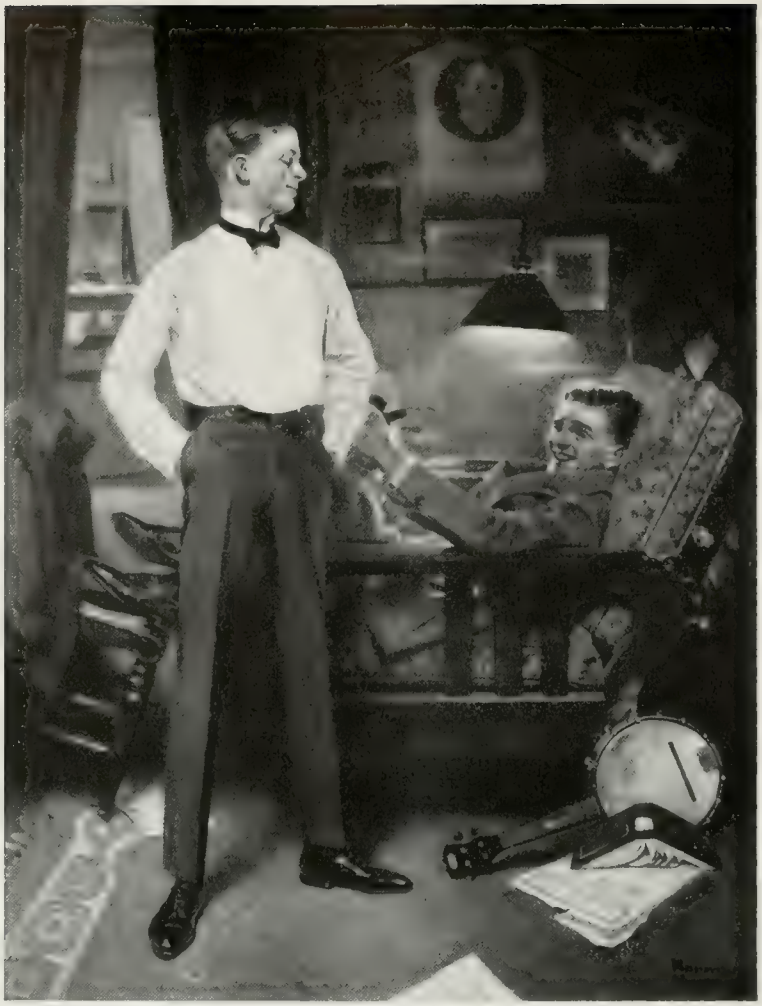
165 French Satin—*Carl Erickson*
Loaned and exhibited by Pelgram & Myer

166 Gilbrae Gingham—*Margaret Montgomery*
Loaned by Amory, Browne & Co.
Exhibited by George Batten Co., Inc.

167 Portable Houses—*Samuel Otis*
Loaned and exhibited by the R. L. Kenyon Co.

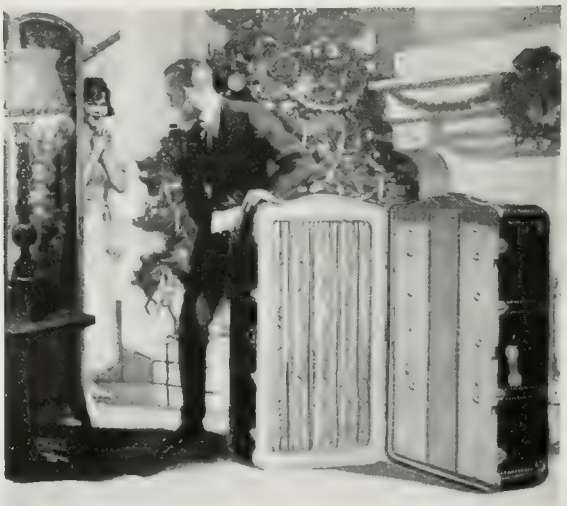
168 Society Brand Clothing—*Leon M. Gordon*
Loaned by Alfred Decker & Cohn
Exhibited by George Batten Co., Inc.

169 Men's Clothing—*Edward Penfield*
Loaned and exhibited by Hart Schaffner & Marx



170 Arrow Collars—*Norman Rockwell*
Loaned and exhibited by Cluett, Peabody & Co., Inc.

171 Libby's Bacon—*Sigmund Schou*
Loaned by Libby, McNeill & Libby
Exhibited by J. Walter Thompson Co.



172 Hartmann Trunks—*J. Chenoweth*
Loaned by the Hartmann Trunk Co.
Exhibited by the Wm. H. Rankin Co.

173 Men's Clothing—*Herbert Paus*
Loaned and exhibited by Hart Schaffner & Marx

174 Paramount Pictures—*Vaux Wilson*
Loaned by the Famous Players-Lasky Corpn.
Exhibited by Hanff-Metzger, Inc.

175 Society Brand Clothing—*Leon M. Gordon*
Loaned by Alfred Decker & Cohn
Exhibited by George Batten Co., Inc.

176 Eldorado Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

177 Eldorado Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

178 AMERICAN PIANOS—*C. C. Beall*
Loaned by the American Piano Co
Exhibited by the Brooka-Ford Co

179 U. S. NAVY POSTER—*James H. Daugherty*
Loaned and exhibited by the U. S. Navy Publicity Bureau

180 MALLORY HATS—*Leon M. Gordon*
Loaned by E. A. Mallory & Sons, Inc.
Exhibited by George Batten Co., Inc.

181 Eldorado Pencils—*Earl Horter*
Loaned by the Joseph Dixon Crucible Co.
Exhibited by N. W. Ayer & Son

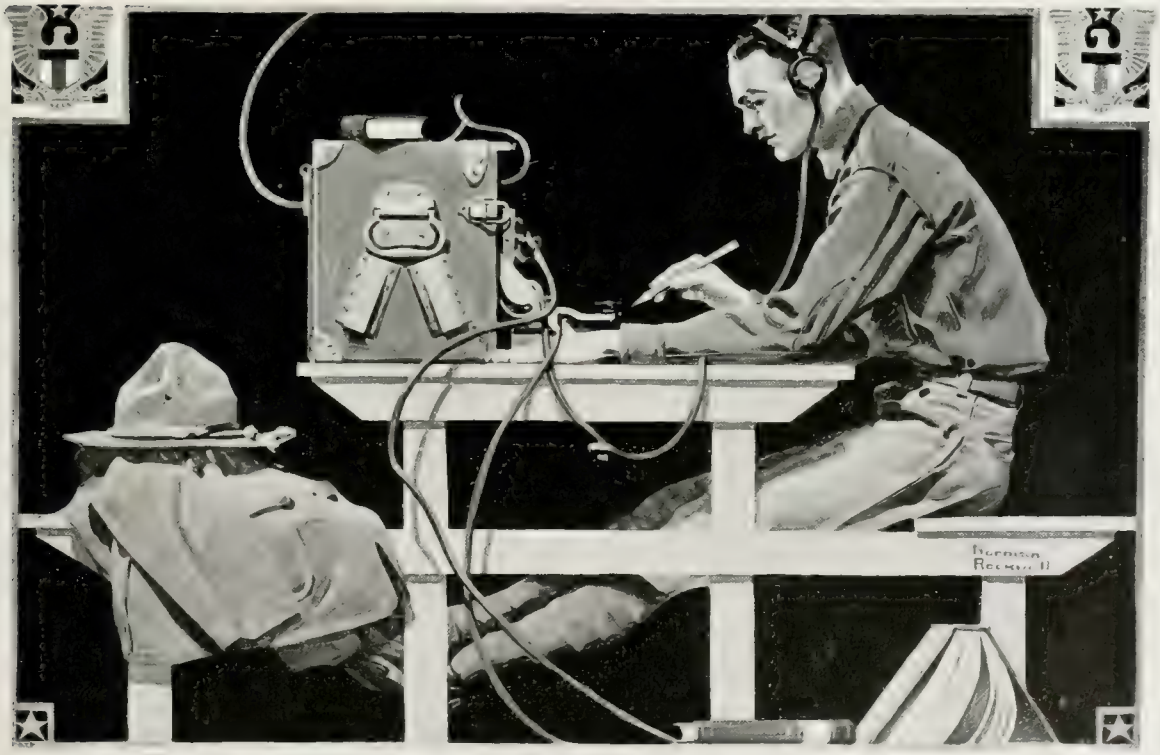
182 —*Vernon Howe Bailey*
Loaned and exhibited by the General Electric Co.

183 Fatima Cigarettes—*William Oberhardt*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

184 Silk Hosiery—*Mary McKinnon*
Loaned by the McCallum Hosiery Co.
Exhibited by George Batten Co., Inc.

185 Ovington's —*Wallace Morgan*
Loaned by Ovington Bros. Co.
Exhibited by Barton, Durstine & Osborn, Inc.

186 Eastman Kodaks—*William Smith*
Loaned by the Eastman Kodak Co.
Exhibited by Frank Seaman, Inc.



187 U. S. Army Teaches Trades—*Norman Rockwell*
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.

188 LUX—*Willy Pogany*
Loaned by Lever Bros. Co.
Exhibited by J. Walter Thompson Co.

189 NUJOL—*Walter Dean Goldbeck*
Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co.

190 WOMEN'S HATS—*Alfred Cheney Johnston*
Loaned and exhibited by Dobbs & Co.

191 Duplex Lighting Fixtures—*George J. Illian*
Loaned by the Duplex Lighting Works of General Electric Co.
Exhibited by Barrows & Richardson

192 Perfume l'Amusette
Lucile Patterson Marsh
Loaned by Frederick Stearns & Co.
Exhibited by Sheridan, Shawhan & Sheridan, Inc.

193 Bon Ami—*Cushman Parker*
Loaned by the Bon Ami Company
Exhibited by The Erickson Company

194 Marshall Field & Co.—*Joseph Bolegard*
Loaned by Marshall Field & Co.
Exhibited by the Wm. H. Rankin Co.

195 Lion Collars—*C. C. Beall*
Loaned by the United Shirt & Collar Co.
Exhibited by Picard Company, Inc.

196 Blue Buckle Overalls—*William Oberhardt*
Loaned and exhibited by the Jobbers Overall Co.

197 Madam Butterfly—*Franklin Booth*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Company

198 Djer-Kiss—*Edward A. Wilson*
Loaned by the Alfred H. Smith Co.
Exhibited by The Blackman Company

199 HEINZ BAKED BEANS *Charles E. Chambers*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

200 HEINZ BAKED BEANS *Walter Biggs*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

201 Arrow Collars *J. C. Leyendecker*
Loaned and exhibited by Cluett, Peabody & Co., Inc.

202 Talc Jonteel—*Walter Dean Goldbeck*
The United Drug Co.
Loaned and exhibited by Street & Finney, Inc.

203 Perfume l'Amusette—*Lucile Patterson Marsh*
Loaned by Frederick Stearns & Co
Exhibited by Sheridan, Shawhan & Sheridan

204 Ascher's Knit Goods—*Lucile Patterson Marsh*
Loaned by Simon Ascher & Co., Inc.
Exhibited by Biow Co , Inc.

205 Edison Mazda Lamps—*Norman Rockwell*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

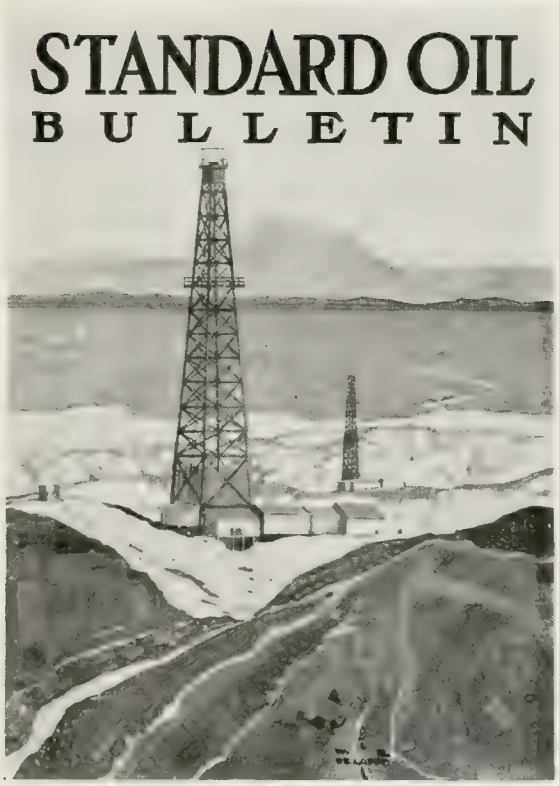
206 Union Stock Yards
Charcoal Sketch by Joseph Pennell
Loaned and exhibited by Armour & Co

207 Linoleum—*George W. Blake*
Loaned by the Armstrong Cork Co.
Exhibited by George Batten Co., Inc.

208 WOODBURY'S FACIAL SOAP—*John Newton Howitt*
Loaned by The Andrew Jergens Company
Exhibited by the J. Walter Thompson Co.

209 LION COLLARS *C. C. Beall*
Loaned by the United Shirt & Collar Co.
Exhibited by the Picard Company, Inc.

210 House Organ—*W. R. DeLappe*
Loaned by the Standard Oil Co. of California
Exhibited by The H. K. McCann Co.



211 House Organ *W. R. DeLappe*
Loaned by the Standard Oil Co. of California
Exhibited by The H. K. McCann Co.

212 Duplex Lighting Fixtures—*George J. Illian*
Loaned by the Duplex Lighting Works of General Electric Co.
Exhibited by Barrows & Richardson

213 Vode Kid—*R. K. Ryland*
Loaned by the Standard Kid Manufacturing Co.
Exhibited by George Batten Co., Inc.

214 Great White Fleet *Henry Reuterdahl*
Loaned and exhibited by the United Fruit Co.

215 Adler-Rochester Clothes—*Walter Dorwin Teague*
Loaned by L. Adler, Bros. & Co.
Exhibited by Berrien Co., Inc.

216 Lyon's Tooth Paste—*O. F. Howard*
Loaned by I. W. Lyon & Sons
Exhibited by Patterson-Andress Co., Inc.

217 Morris' Ham—*Charles Everett Johnson*
Loaned by Morris & Company
Exhibited by Williams & Cunningham

219 Heinz Baked Beans—*T. K. Hanna*
Loaned by The H. J. Heinz Company
Exhibited by Calkins & Holden, Inc.

220 French Satin—*Anita Parkhurst*
Loaned by Pelgram & Myer
Exhibited by the Federal Advertising Agency, Inc.

218 Pierce-Arrow Motor Car—*Edward A. Wilson*
Loaned by The Pierce-Arrow Motor Car Company
Exhibited by Calkins & Holden, Inc.

221 Diamond Brand Walnuts—*Robert Kerfoot*
Loaned by the California Walnut Growers Association
Exhibited by The H. K. McCann Co.

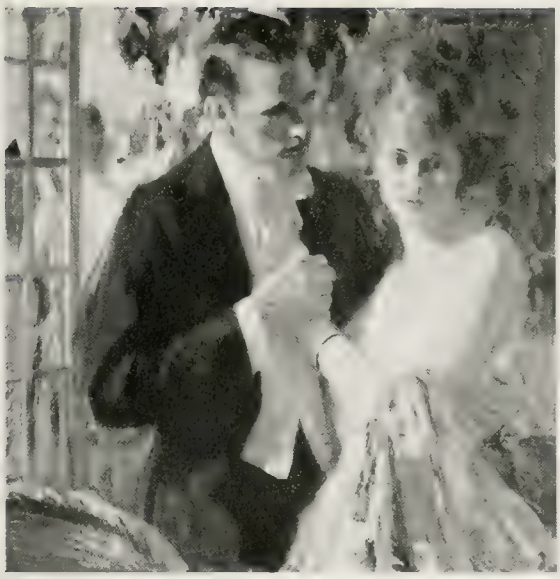
222 Fisk Tires—*Walter Biggs*
Loaned by The Fisk Rubber Co.
Exhibited by the Martin V. Kelley Co.

223 Men's Clothing—*J. C. Leyendecker*
Loaned by B. Kuppenheimer & Company
Exhibited by The George L. Dyer Co.

225 Wallace Silver—*Neysa McMein*
Loaned by R. Wallace & Sons Mfg. Co.
Exhibited by The Erickson Company

224 —*Alonzo Kimball*
The Amsden Studios Co.

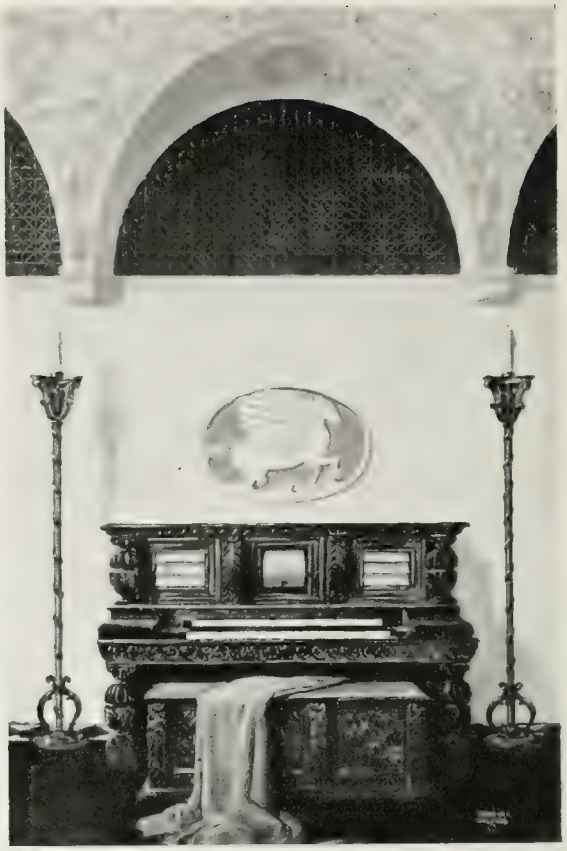
226 Men's Clothing—*J. C. Leyendecker*
Loaned by B. Kuppenheimer & Company
Exhibited by The George L. Dyer Co.



227 Woodbury's Facial Soap—*Walter Biggs*
Loaned by The Andrew Jergens Company
Exhibited by J. Walter Thompson Co.

228 La Grecque Underwear—*W. E. Heitland*
Loaned by the La Grecque Underwear Co.
Exhibited by the Redfield Advertising Agency

229



230

231

232

ESTEY ORGAN—*Designs by Edward A. Wilson*
Loaned by The Estey Organ Company
Exhibited by Calkins & Holden, Inc

233 Men's Clothing—*John E. Sheridan*
Loaned and exhibited by Hart Schaffner & Marx

234 Community Silverware—*Baron de Meyer*
Loaned and exhibited by Oneida Community, Ltd.

235 U. S. Victory Loan—*E. G. Teale*
Loaned and exhibited by the Caxton Company

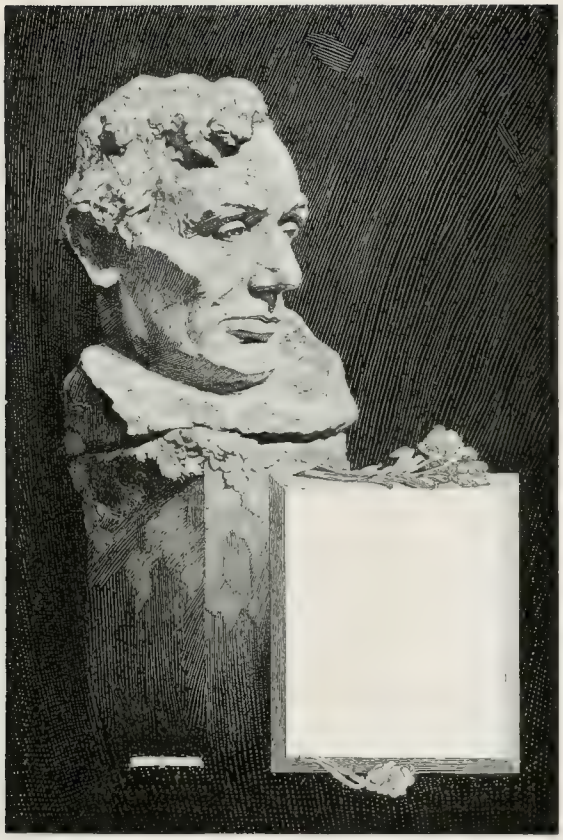
236

237

238

239

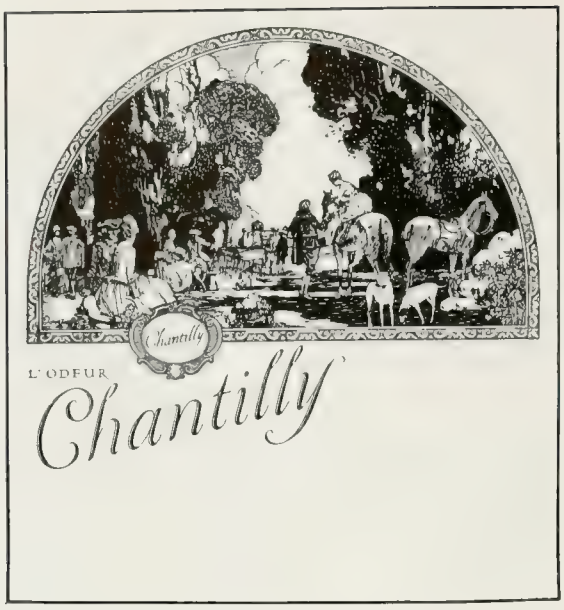
Wesson Oil and Snowdrift—*Designs by René Clarke*
Loaned by The Southern Cotton Oil Co.
Exhibited by Calkins & Holden, Inc.



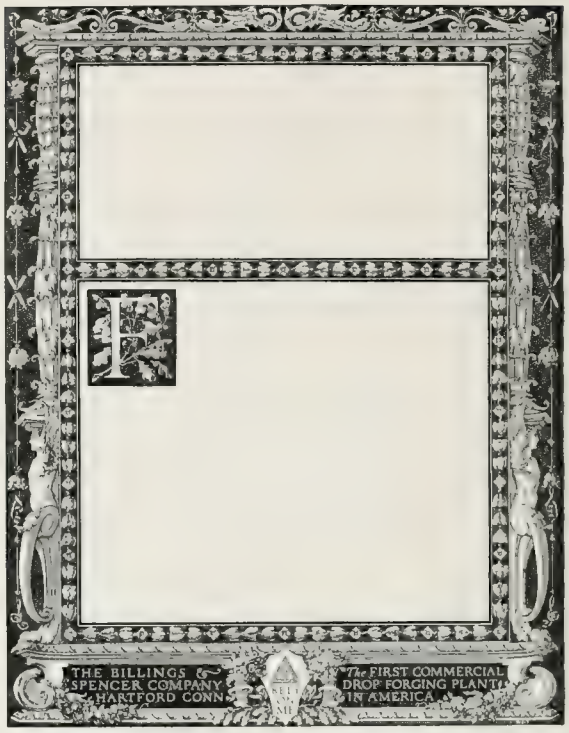
240 Billings & Spencer—*Franklin Booth*
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

241 Billings & Spencer—*Franklin Booth*
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

242 Alexander Hamilton Institute—*Franklin Booth*
Loaned by the Alexander Hamilton Institute
Exhibited by Barton, Durstine & Osborn, Inc.

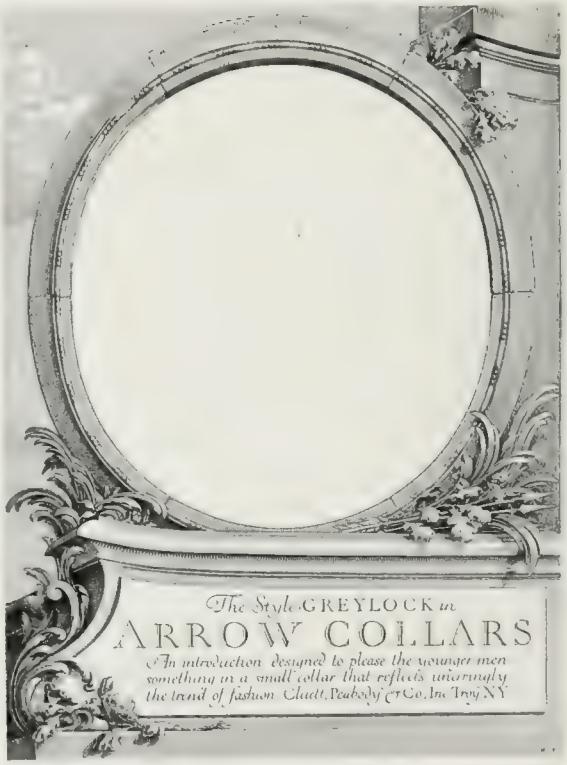


243 Chantilly Toilet Goods
Harry L. Timmins
Loaned by Chantilly Toilet Goods
Exhibited by the D'Arcy Advertising Agency



244 Border Design—*Walter Dorwin Teague*
Loaned by The Billings & Spencer Co.
Exhibited by the Harry Porter Co.

245 Cover Design—*O. W. Jaquish, Jr.*
Loaned and exhibited by the Rochester Bureau of Printing



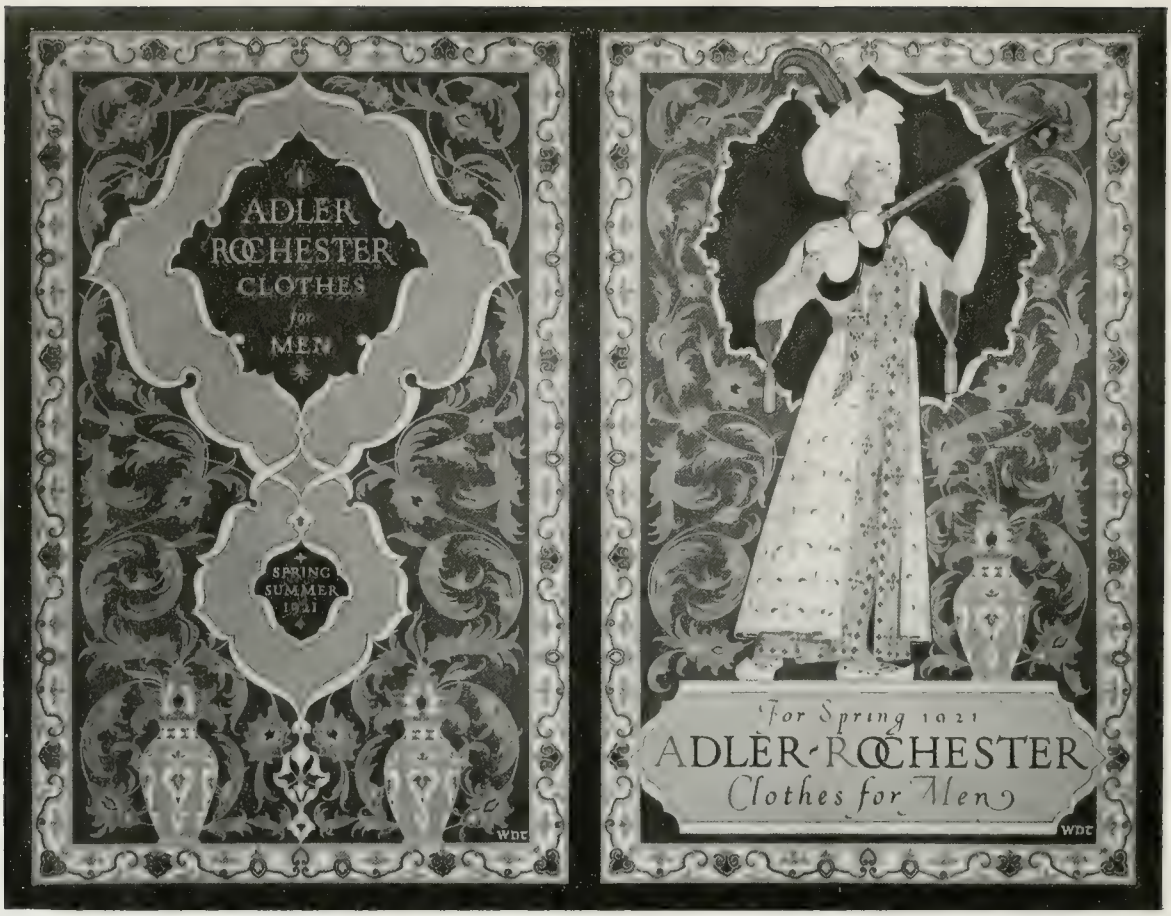
246 Arrow Collars—*Walter Dorwin Teague*
Loaned by Cluett, Peabody & Co., Inc.
Exhibited by Smith, Sturgis & Moore, Inc.

247 Lafayette Motor Car
Harvey Hopkins Dunn
Loaned by the Lafayette Motors Co.
Exhibited by Erwin, Wasey & Co.

248 Adler-Rochester Clothes
Walter Dorwin Teague
Loaned by L. Adler, Bros. & Co.
Exhibited by Berrien Co., Inc.

249 Arches Hand Made Paper
Harvey Hopkins Dunn
Loaned and exhibited by the Japan Paper Company

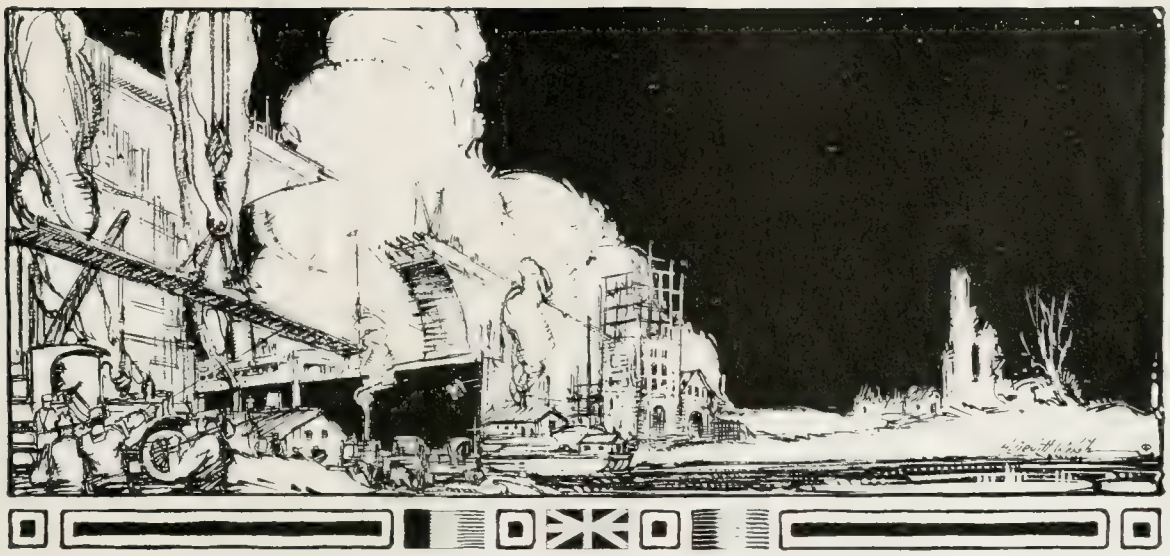
250 Leather Belting—*Harvey Hopkins Dunn*
Loaned and exhibited by Alexander Bros.



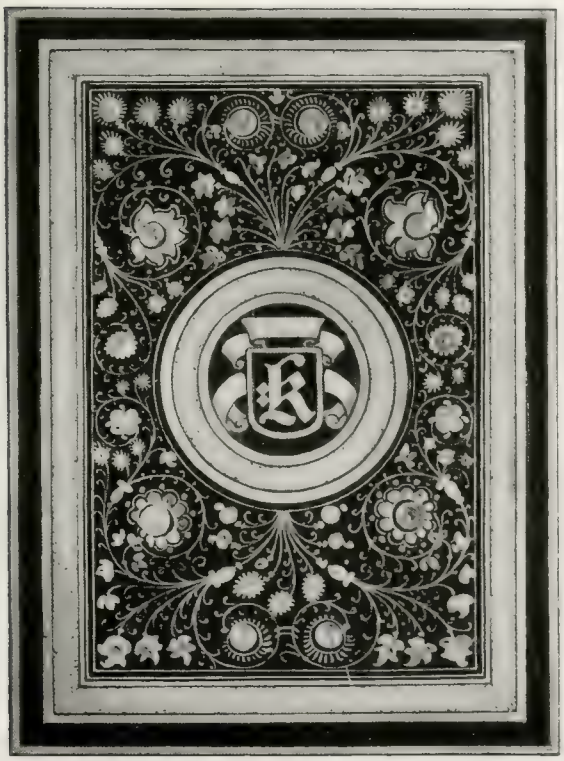
251 Adler-Rochester Clothes—*Walter Dorwin Teague*
Loaned by L. Adler, Bros. & Co.
Exhibited by Berrien Co., Inc.

252 Equitable Trust Company—*H. Devitt Welsh*
Loaned by The Equitable Trust Company
Exhibited by Albert Frank & Company

253 Victor Records—*Franklin Booth*
Loaned by the Victor Talking Machine Co.
Exhibited by the Franklin Printing Company



254 Bonds—*H. Devitt Welsh*
Loaned by Halsey, Stuart & Company
Exhibited by Albert Frank & Company



255 Men's Clothing—*J. C. Leyendecker*
Loaned by B. Kuppenheimer & Company
Exhibited by The George L. Dyer Co.

256 Men's Clothing—*J. C. Leyendecker*
Loaned by B. Kuppenheimer & Company
Exhibited by The George L. Dyer Co.

257 Fatima Cigarettes—*William Oberhardt*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

258 Fatima Cigarettes—*William Oberhardt*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

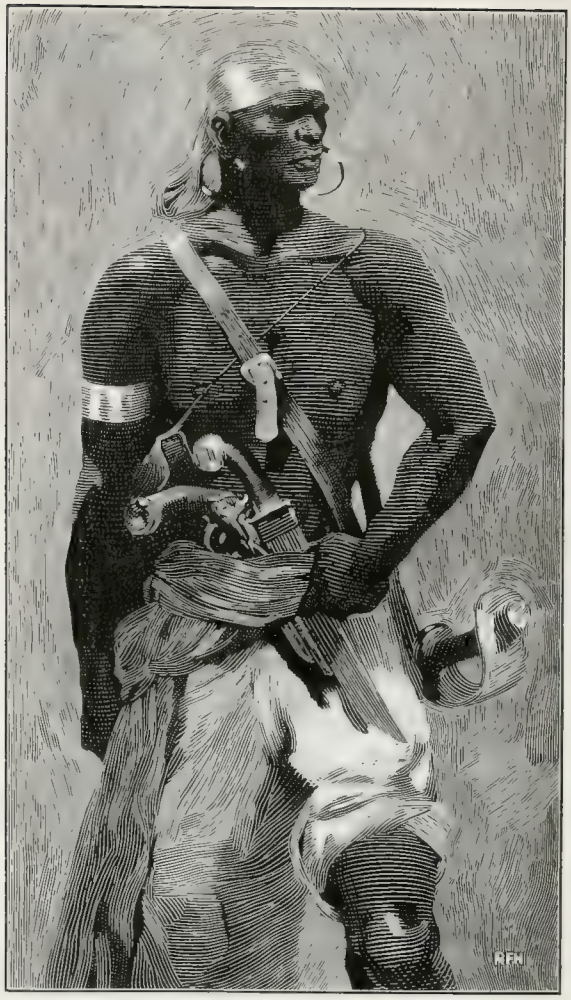
259 Philip Morris Cigarettes—*R. F. Schabelitz*
Loaned by Philip Morris & Co., Ltd.
Exhibited by Albert Frank & Company

260 YUBAN COFFEE—*Kerr Eby*
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

261 FATIMA CIGARETTES—*William Oberhardt*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Frank Seaman, Inc.

262 WOMAN'S HOME COMPANION
Maud Tousey Fangel
Loaned by The Crowell Publishing Company
Exhibited by Calkins & Holden, Inc.

263 YUBAN COFFEE—*Kerr Eby*
Loaned by Arbuckle Bros.
Exhibited by J. Walter Thompson Co.

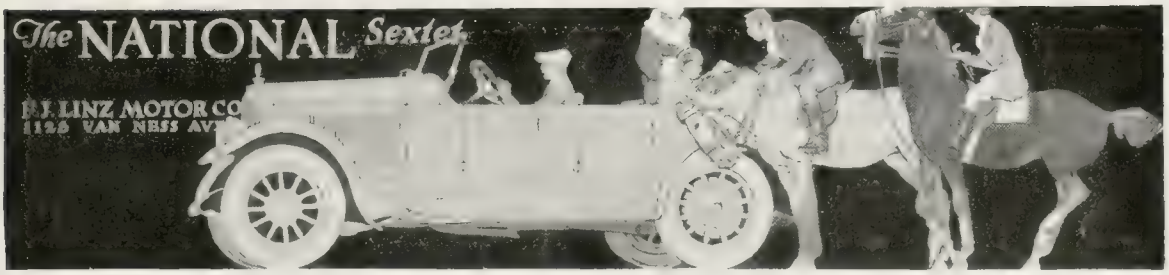


264 Pen Drawing—*R. F. Heinrich*
Exhibited by R. F. Heinrich

265 Hartford Fire Insurance—*René Clarke*
Loaned by The Hartford Fire Insurance Co.
Exhibited by Calkins & Holden, Inc.

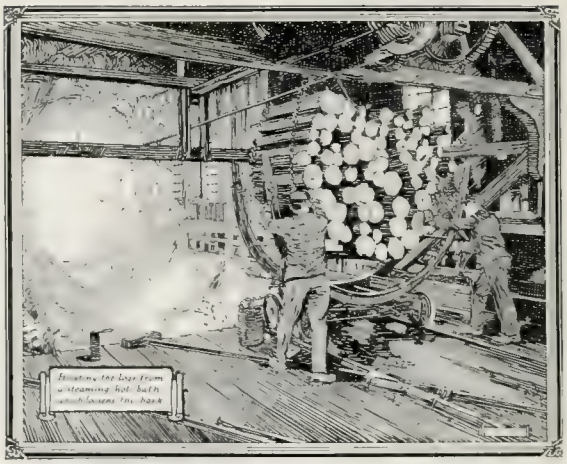
266 The Brunswick Phonograph
Loaned by The Wiley B. Allen Co
Exhibited by Foster & Kleiser

267 Edison Mazda Lamps—*Maxfield Parrish*
Loaned by the Edison Lamp Works of General Electric Co.
Exhibited by Barton, Durstine & Osborn, Inc.

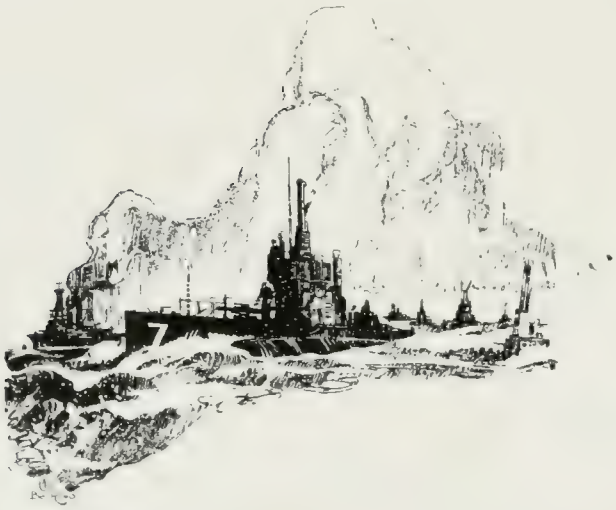


268 The National Sextet
Loaned by the F. J. Linz Motor Co.
Exhibited by Foster & Kleiser

269 O'Sullivan's Heels—*F. R. Gruger*
Loaned by the Lamont Corliss Co.
Exhibited by J. Walter Thompson Co.

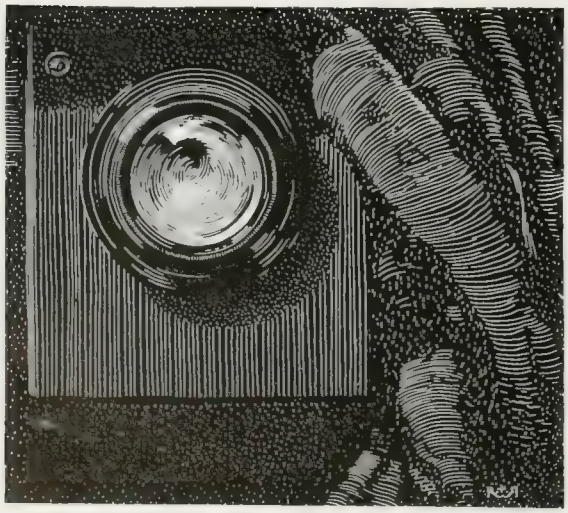


270 Writing Paper—*John Liello*
Loaned by the Eastern Mfg. Co.
Exhibited by The H. K. McCann Co.



271 Storage Batteries—*Thomas D. Ben Rimo*
Loaned by the Electric Storage Battery Co.
Exhibited by George Batten Co., Inc

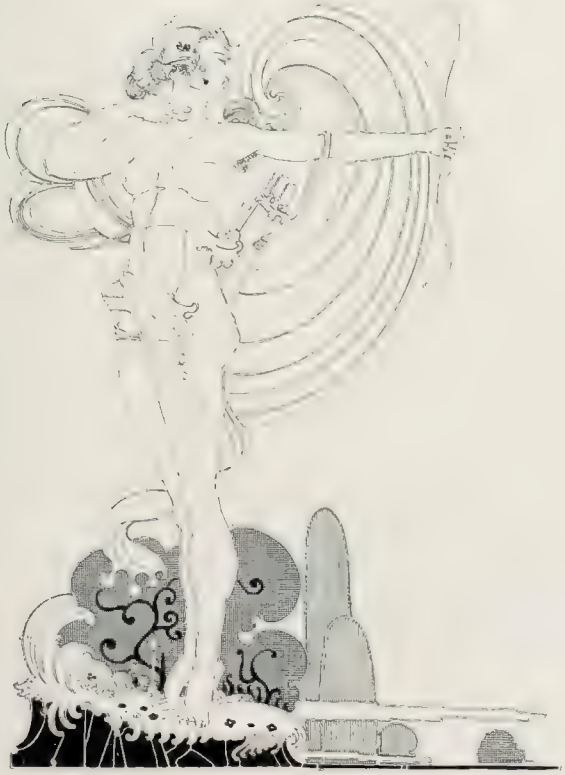
272 Real Estate—*Thomas D. Ben Rimo*
Loaned by Louis Schlesinger, Inc.
Exhibited by Albert Frank & Company



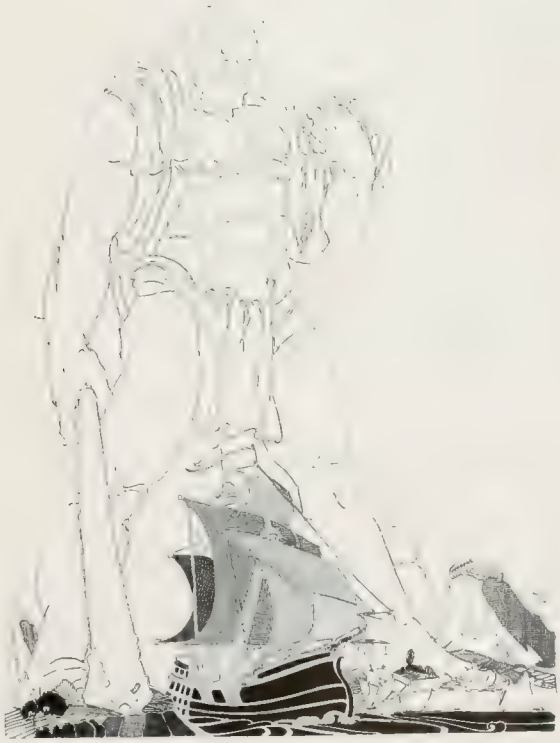
273 Optical Lenses—*Guido & Lawrence Rosa*
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.

274 Optical Lenses—*Guido & Lawrence Rosa*
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.

275 GOODRICH TIRES—*MacClelland Barclay*
Loaned by The B. F. Goodrich Company



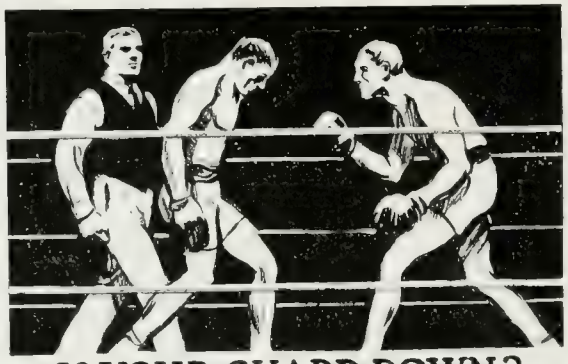
276 THE SPIRIT OF TRANSPORTATION
James Cady Ewell
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.



277 THE SPIRIT OF TRANSPORTATION
James Cady Ewell
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.

278 The Spirit of Transportation —*James Cady Ewell*
Loaned by The Clark Equipment Co.
Exhibited by the McKinney Co.

279 Franklin Sign
Edward Penfield
Loaned and exhibited by the
Franklin Printing Company

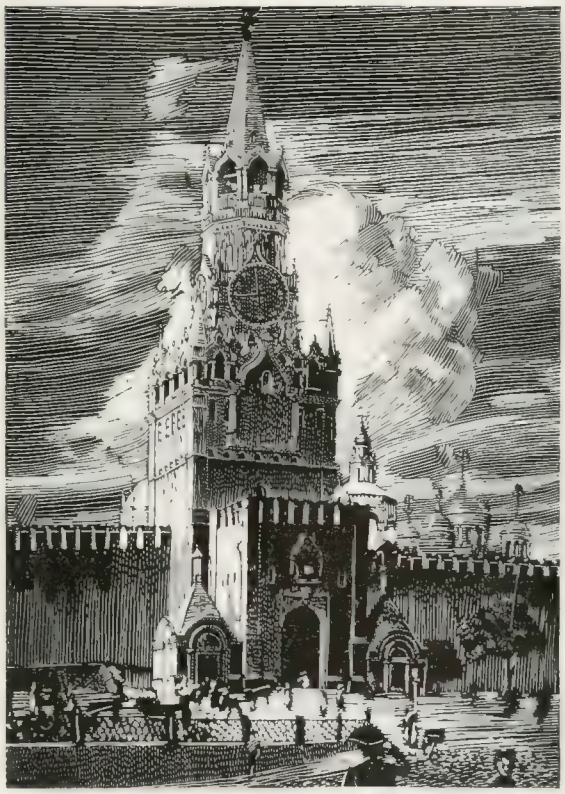


280 Nujol—*C. B. Falls*
Loaned by the Nujol Laboratories
Exhibited by The H. K. McCann Co

281 Doorway & Initial
Edward Penfield
Loaned and exhibited by the
Franklin Printing Company

282 Ritz-Carlton Hotel—*John J. A. Murphy*
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press

283 Pen Drawing—*R. F. Heinrich*
Exhibited by R. F. Heinrich



284 The Kremlin—*Louis H. Reid*
Loaned by Otis Elevator Co.
Exhibited by Reid, Fletcher & Hart

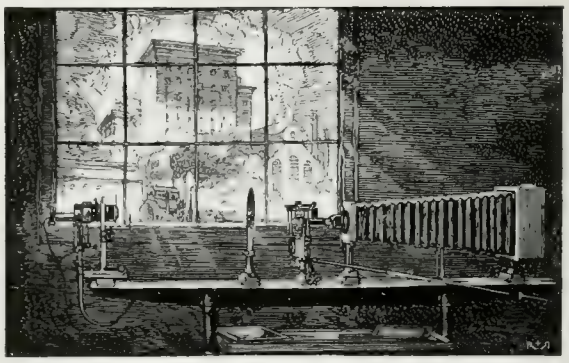
285 Fatima Cigarettes—*Henry Raleigh*
Loaned by the Liggett & Myers Tobacco Co.
Exhibited by Newell-Emmett Co., Inc.

286 U. S. Army Teaches Trades
James H. Hammon
Loaned by the U. S. Army
Exhibited by Calkins & Holden, Inc.

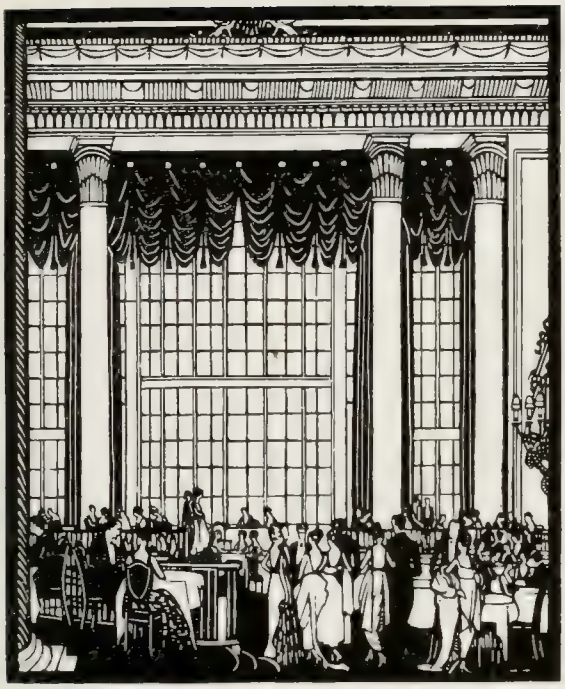
287 Farm & Fireside—*Bob Williams*
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.

288 Farm & Fireside—*Bob Williams*
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.

289 Shop Front—*Edward Penfield*
Loaned and exhibited by the Franklin Printing Company



290 Optical Lenses—*Guido & Lawrence Rosa*
Loaned by the Bausch and Lomb Optical Co.
Exhibited by Frank Seaman, Inc.



291 Ritz-Carlton Hotel—*John J. A. Murphy*
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press

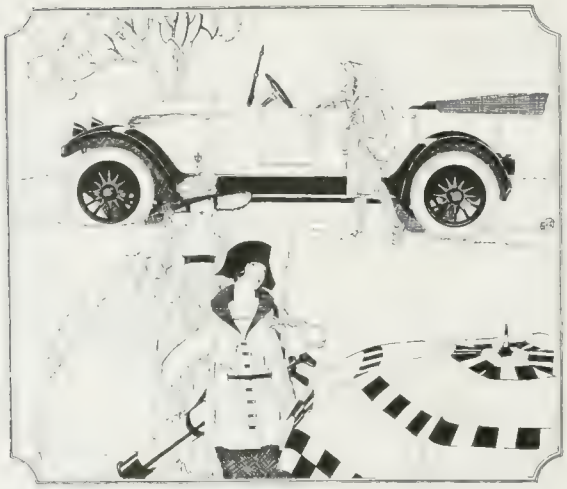
292 Ritz-Carlton Hotel—*John J. A. Murphy*
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press

293 E. & W. Collars—*R. F. Schabelitz*
Loaned by Earl & Wilson, Inc.
Exhibited by Barton, Durstine & Osborn, Inc.

294 E. & W. Collars—*R. F. Schabelitz*
Loaned by Earl & Wilson, Inc.
Exhibited by Barton, Durstine & Osborn, Inc.

295 Women's Hats—*Edward Monks*
Loaned by Dobbs & Co.
Exhibited by Dobbs & Co.

297 Blackstone Cigars—*I. B. Hazelton*
Loaned by Waite & Bond
Exhibited by George Batten Co., Inc.

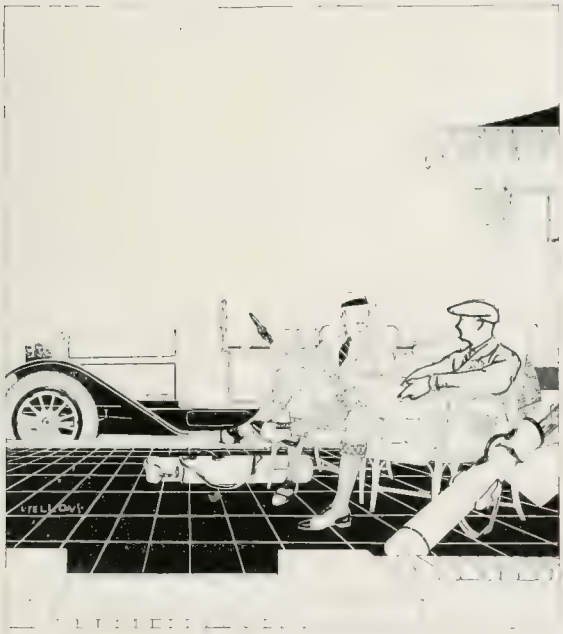


298 Franklin Motor Cars—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.

296 Farm & Fireside—*Frank B. Hoffman*
Loaned by the Crowell Publishing Company
Exhibited by J. Walter Thompson Co.

299 Franklin Motor Cars—*F. T. Chapman*
Loaned by the Franklin Automobile Company
Exhibited by Patterson-Andress Co., Inc.

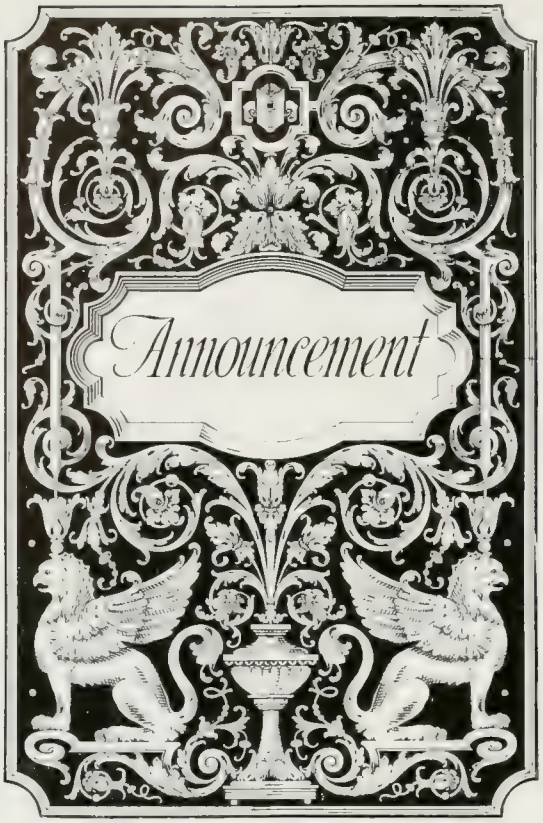
300 WELLS FARGO EXPRESS—*F. B. Masters*
Loaned and exhibited by Wells Fargo & Co.



301 KELLY-SPRINGFIELD TIRES—*L. Fellows*
Loaned and exhibited by the Kelly-Springfield Tire Co.

302 ELECTRIC STORAGE BATTERIES
Thomas D. Ben Rimo
Loaned by the Electric Storage Battery Co.
Exhibited by George Batten Co., Inc.

303 RITZ-CARLTON HOTEL—*John J. A. Murphy*
Loaned by the Ritz-Carlton Hotel
Exhibited by The Irving Press



304 Book Cover

305 Calendar

306 Seal

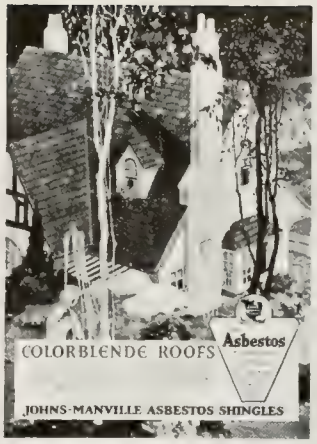
Designs by O. W. Jaquish, Jr.

Loaned by O. W. Jaquish, Jr.

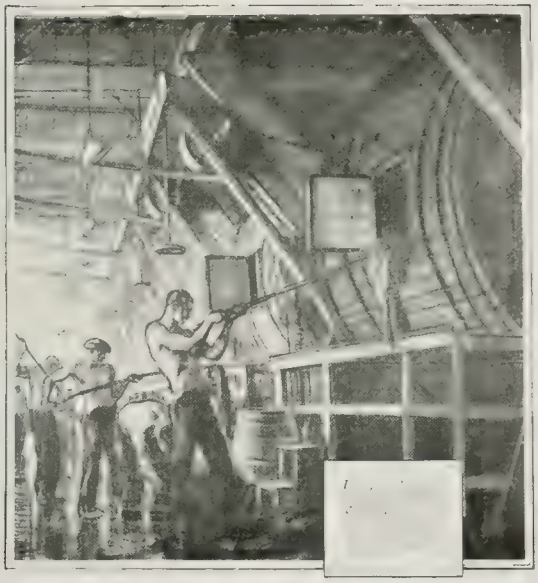
APPENDIX

A

2



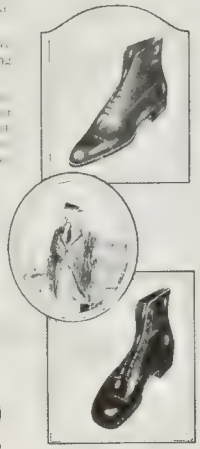
9



McELWAIN

TRADE MARK

Mc Elwain tanneries make your McElwain shoes cost less



W H McElwain Company

SHOES

3

10

12

15

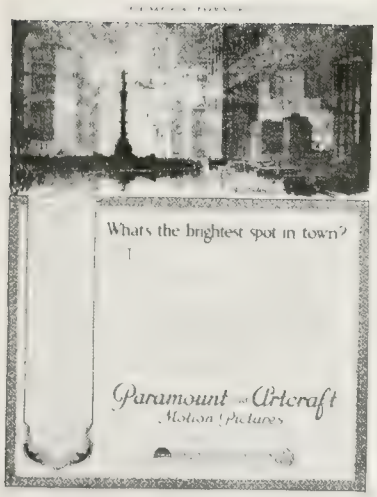
16

18

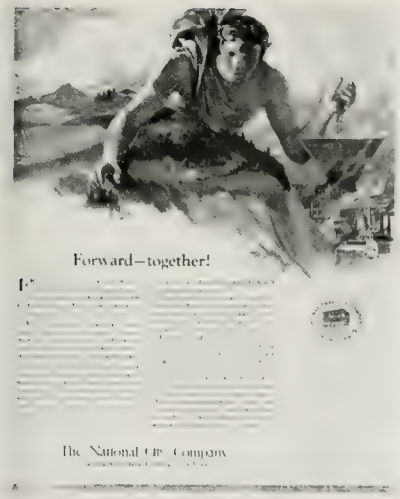
22

Three great fears that haunt a fireside

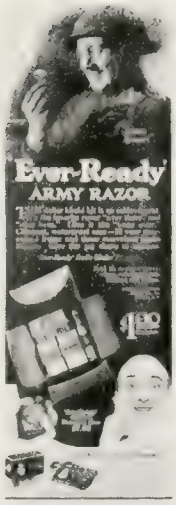
24



27

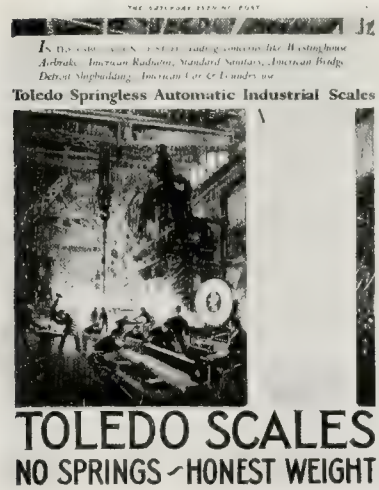


28

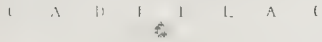


29

31



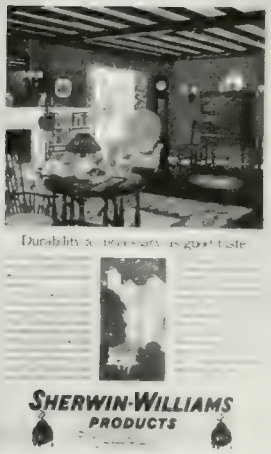
34



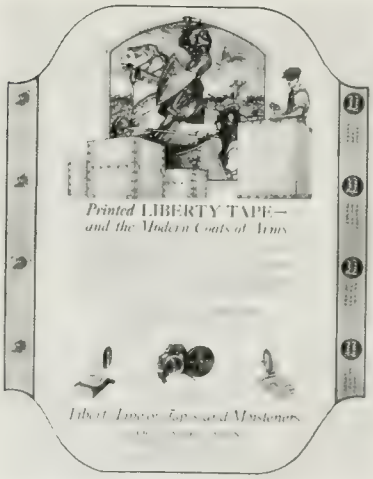
35

39

43



48

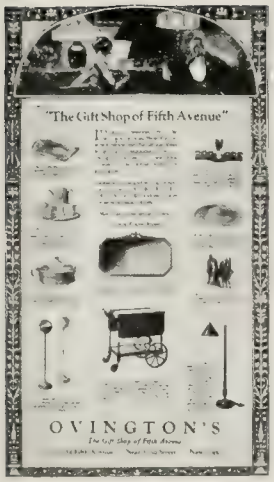


53

57

59

60



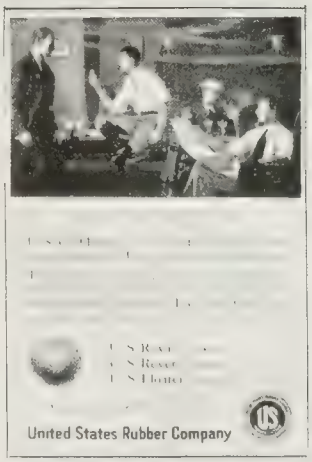
63

65

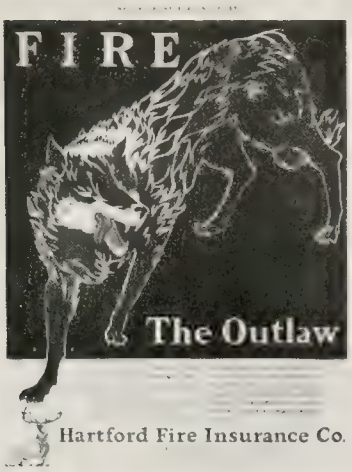
68

69

71

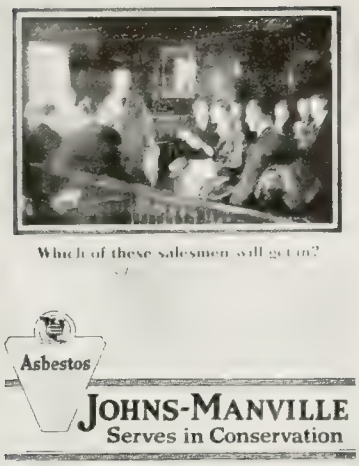


72



80

81



82

83

84

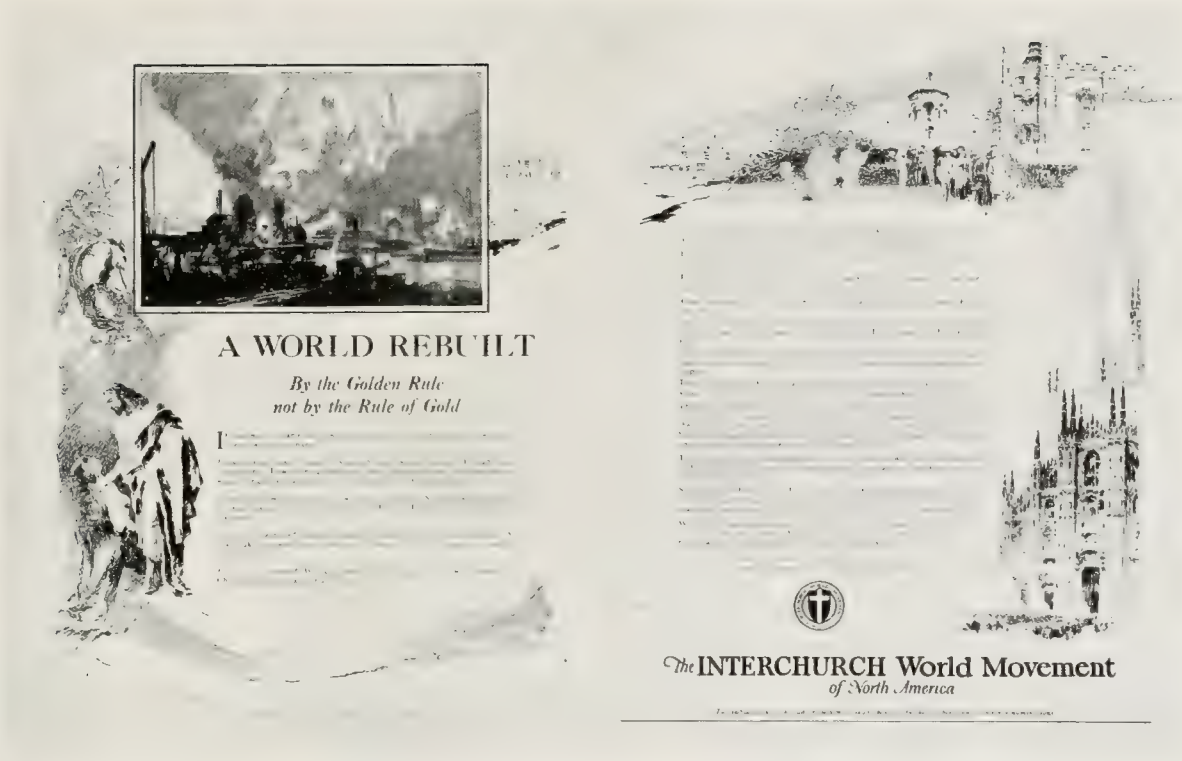
85

88

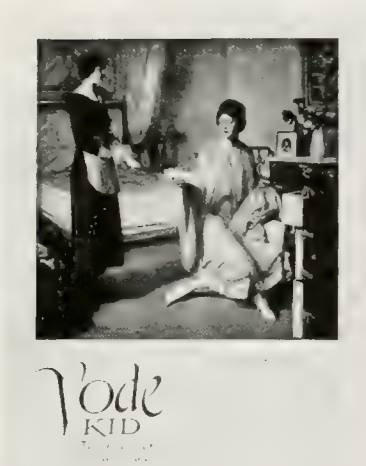
89

93

98


A WORLD REBUILT
By the Golden Rule
not by the Rule of Gold
The INTERCHURCH World Movement
of North America

105


Vode
KID

106

The First Advertisement

Americans'

CRANE'S BUSINESS PAPERS

THE first advertisement of Crane & Co. was one urging housewives to save their rags. It was published in 1801 and signed by Zenas Crane. At that time all writing paper was made of rags.

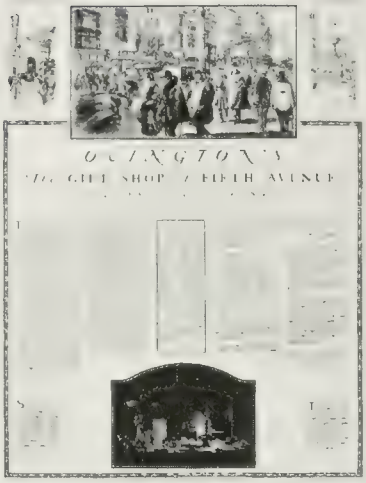
In the 119 years since, paper makers have come and gone. The Crane Mills have continued. They still adhere to the old fashioned idea of quality. They still make writing paper of rags.

Crane's Bond is made of nothing but selected new white rags. Such paper is specially suited for the purpose of business writing paper.

CRANE & CO., DALTON, MASS.

114

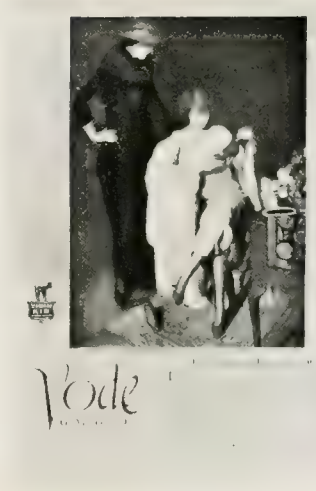
116



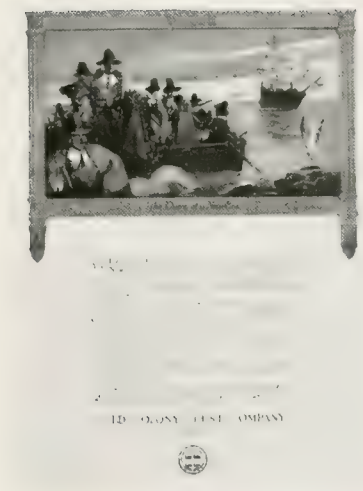
117

119

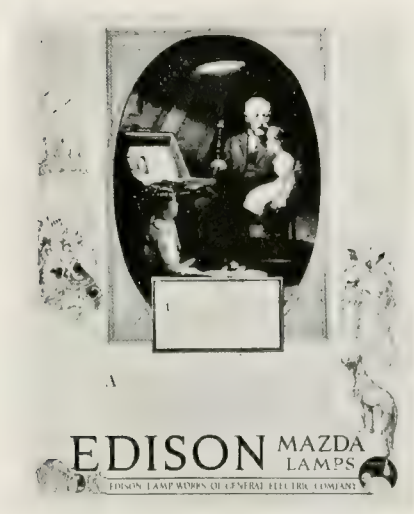
120



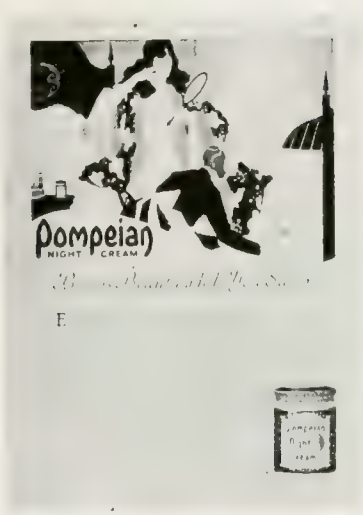
123



125

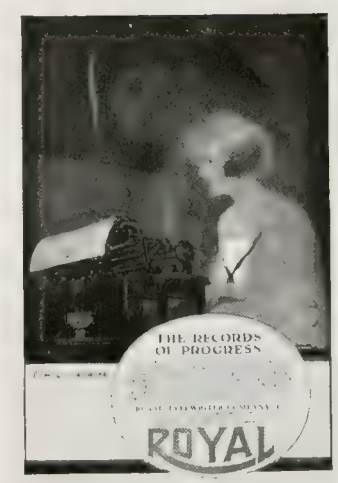


129

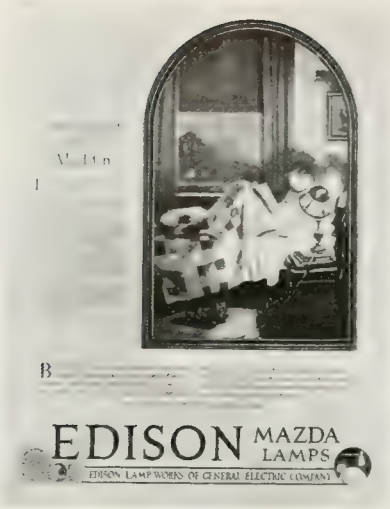


130

131



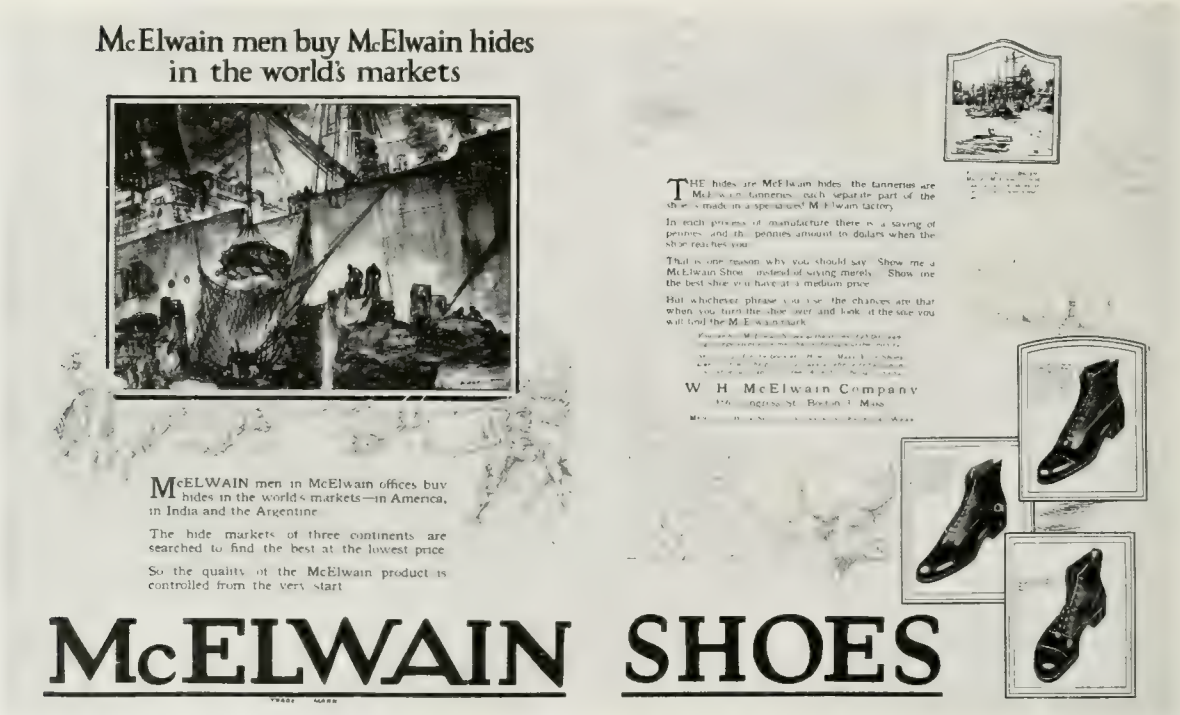
151



155

156

157



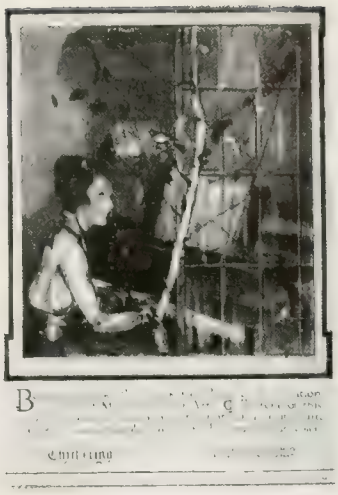
159

Jean François

165

167

170



178

1823

1920

To Men who tookour advice Last Spring

YOU remember we advised against buying a cheap hat, and also not to be extravagant and pay too much. What we said then applies with equal force this Fall. Conditions are just as uncertain, there are just as many cheap hats masquerading around, just as many over-priced hats. We suggest that you investigate the MALLORY, a sensibly-priced HAT OF KNOWN QUALITY that you can be sure of, in these times of uncertain values, because it is the product of a firm that has been making FINE HATS *for* 2 HUNDRED YEARS and selling them at reasonable prices.

The MALLORY HAT COMPANY

Fifth Avenue NEW YORK *Danbury,* CONN.

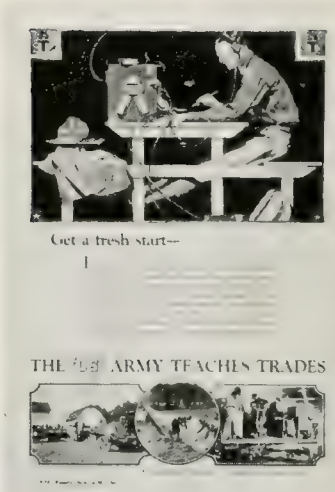
MALLORY FINE HATS

180

54

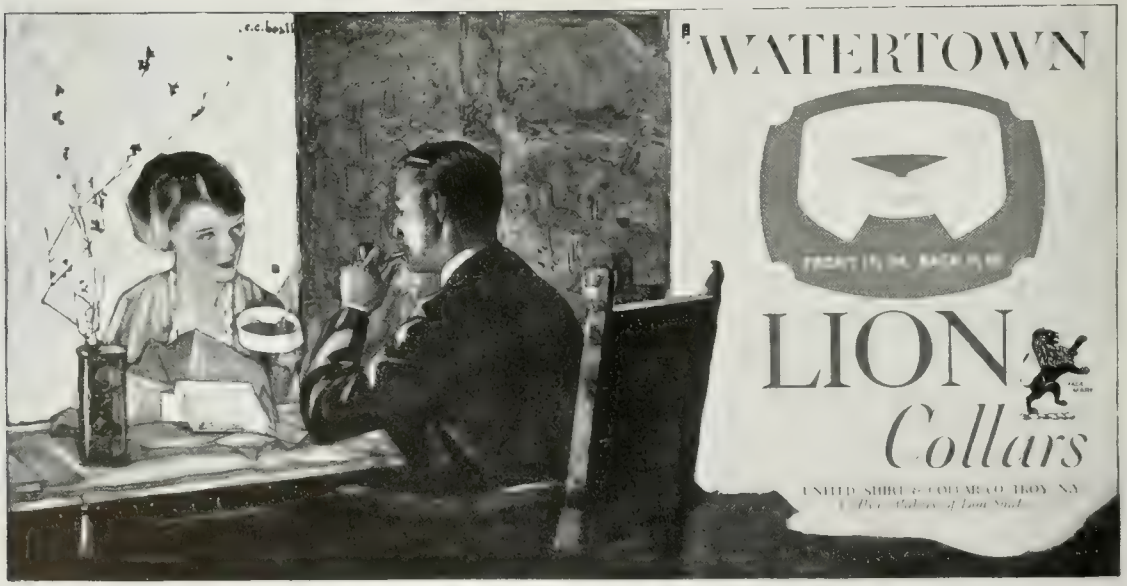
183

185



187

189



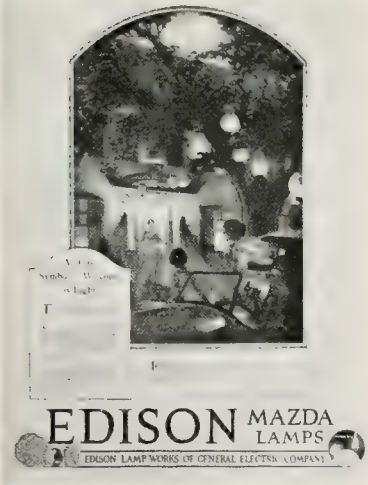
195

196

199

200

209



205

216

218

219

220

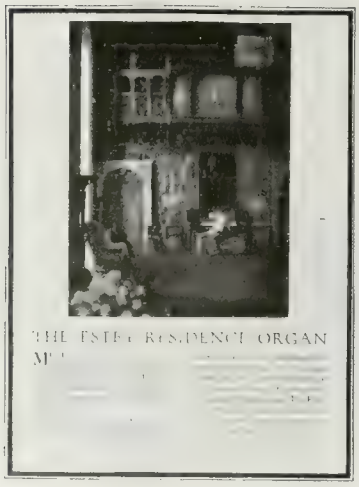
228

229

230

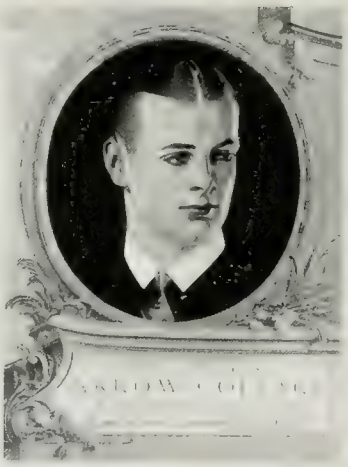
The Estey Residence Organ

231



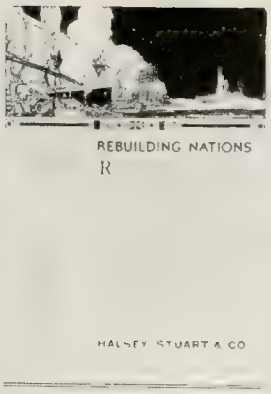
232

242



246

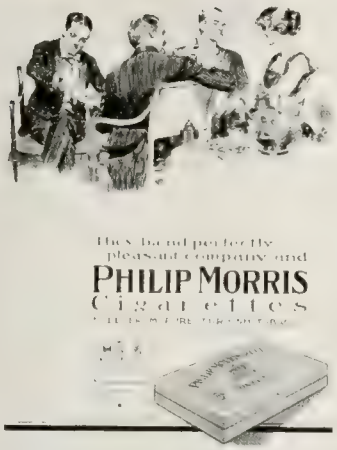
252



254

257

258



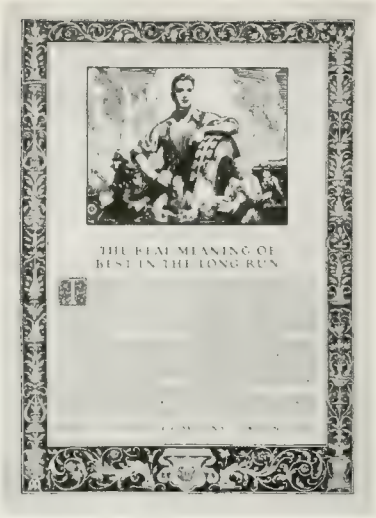
259

261

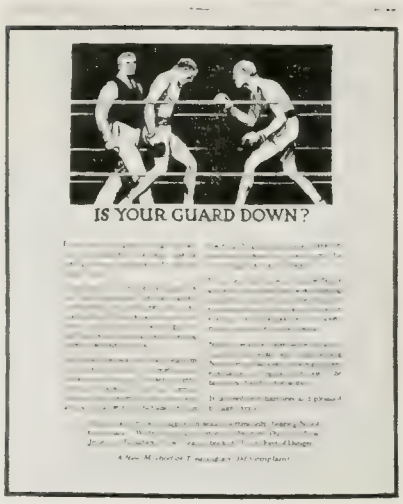
262

265

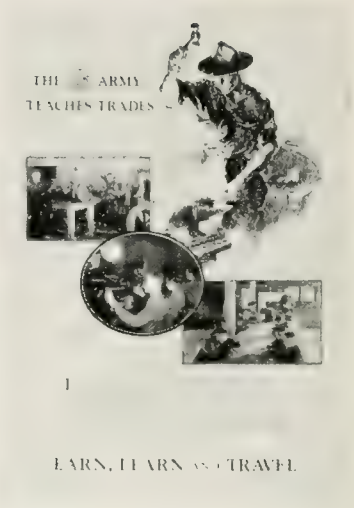
272



275



280



286

293

298

299

302

INDICES

INDEX OF PRODUCTS

	PLATE	PAGE	APPDX.
AUTOMOBILES			
Cadillac Motor Car Co.	31	9	105
Cadillac Motor Car Co.	35	10	105
Franklin Automobile Co.	57	17	106
Franklin Automobile Co.	85	27	107
Franklin Automobile Co.	131	43	111
Franklin Automobile Co.	298	98	118
Franklin Automobile Co.	299	98	118
Hares Motors	110	35	...
Lafayette Motors Co.	247	85	...
Lincoln Motor Co.	32	9	...
F. J. Linz Motor Co.	268	91	...
Pierce-Arrow Motor Car Co.	18	6	104
Pierce-Arrow Motor Car Co.	56	17	...
Pierce-Arrow Motor Car Co.	162	55	...
Pierce-Arrow Motor Car Co.	163	55	...
Pierce-Arrow Motor Car Co.	164	55	...
Pierce-Arrow Motor Car Co.	218	76	115
BUILDING CONSTRUCTION			
George A. Fuller Co.	93	29	108
R. L. Kenyon Co.	167	56	113
Otis Elevator Co.	284	95	...
BUILDING MATERIALS			
Atlas Portland Cement Co.	41	12	...
Johns-Manville Co.	9	3	103
Johns-Manville Co.	12	4	104
Johns-Manville Co.	39	11	106
Johns-Manville Co.	82	26	108
National Terra-Cotta Society	55	17	...
Paint and Varnish Association	13	4	...
The Sherwin-Williams Co.	48	14	106
The Sherwin-Williams Co.	157	53	112
CAMERAS			
Eastman Kodak Co.	186	63	...
CANDY			
Walter Lowney Co.	46	13	...
CIGARETTES			
Liggett & Myers Tobacco Co. (Fatima)	59	18	106
Liggett & Myers Tobacco Co. (Fatima)	60	18	106
Liggett & Myers Tobacco Co. (Fatima)	119	38	110
Liggett & Myers Tobacco Co. (Fatima)	183	62	114
Liggett & Myers Tobacco Co. (Fatima)	257	88	117
Liggett & Myers Tobacco Co. (Fatima)	258	88	117
Liggett & Myers Tobacco Co. (Fatima)	261	89	117
Liggett & Myers Tobacco Co. (Fatima)	285	95	...
Liggett & Myers Tobacco Co. (Chesterfield)	140	47	...
Liggett & Myers Tobacco Co. (Chesterfield)	161	54	...
Philip Morris & Co., Ltd.	259	88	117

	PLATE	PAGE	APPDX.
CIGARS			
Waite & Bond	297	98	...
ELECTRICAL EQUIPMENT			
Electric Storage Battery Co.	271	92	...
Electric Storage Battery Co.	302	99	...
General Electric Co.	160	54	118
General Electric Co.	182	62	...
Gould Storage Battery Co.	91	28	...
ENGRAVING			
Beck Engraving Co.	74	23	...
Beck Engraving Co.	150	50	...
EXPRESS COMPANIES			
Wells Fargo & Co.	300	99	...
FABRICS			
Amory, Browne & Co.	166	56	...
J. A. Migel	17	5	...
J. A. Migel	66	21	...
Pelgram & Myer	2	1	103
Pelgram & Myer	165	56	112
Pelgram & Myer	220	76	116
FINANCIAL INSTITUTIONS			
Equitable Trust Co.	252	86	...
Halsey, Stuart & Co.	254	87	117
National City Co.	28	8	105
Old Colony Trust Co.	125	41	111
FIRE INSURANCE			
The Hartford Fire Insurance Co.	80	26	107
The Hartford Fire Insurance Co.	265	90	117
FOOD PRODUCTS			
Arbuckle Bros.	33	10	...
Arbuckle Bros.	260	89	...
Arbuckle Bros.	263	89	...
Armour & Co.	152	51	...
Armour & Co.	153	51	...
Armour & Co.	206	71	...
Aunt Jemima Mills Co.	78	25	...
Aunt Jemima Mills Co.	135	45	...
Beechnut Packing Co.	51	15	...
California Fruit Growers Exchange	113	35	...
California Walnut Growers Association	221	77	...
The Fleischmann Co.	103	32	...
The Fleischmann Co.	104	32	...
The H. J. Heinz Co.	116	37	110
The H. J. Heinz Co.	120	38	111
The H. J. Heinz Co.	156	52	112
The H. J. Heinz Co.	199	68	115
The H. J. Heinz Co.	200	68	115
The H. J. Heinz Co.	219	76	116

FOOD PRODUCTS—Continued	PLATE	PAGE	APPDX.
Libby, McNeill & Libby	127	41	...
Libby, McNeill & Libby	171	58	...
Minute Tapioca Co.	76	24	...
Morris & Co.	138	46	...
Morris & Co.	217	75	...
Royal Baking Powder Co.	145	49	...
The Southern Cotton Oil Co.	236	82	...
The Southern Cotton Oil Co.	237	82	...
The Southern Cotton Oil Co.	238	82	...
The Southern Cotton Oil Co.	239	82	...
Swift & Co.	49	14	...
Swift & Co.	64	20	...
Swift & Co.	108	34	..
HOTELS			
Ritz-Carlton Hotel	282	94	...
Ritz-Carlton Hotel	291	97	...
Ritz-Carlton Hotel	292	97	...
Ritz-Carlton Hotel	303	99	...
HOUSE FURNISHINGS			
Armstrong Cork Co.	207	71	...
Scranton Lace Co.	146	49	...
INTERCHURCH WORLD MOVEMENT OF NORTH AMERICA	105	33	109
JEWELRY			
National Jewelers Board of Trade	67	21	...
LEATHER BELTING			
Alexander Bros.	250	85	...
LIGHTING EQUIPMENT			
Duplex Lighting Works of General Electric Co.	70	22	...
Duplex Lighting Works of General Electric Co.	191	65	...
Duplex Lighting Works of General Electric Co.	212	73	...
Edison Lamp Works of General Electric Co.	69	22	107
Edison Lamp Works of General Electric Co.	94	29	...
Edison Lamp Works of General Electric Co.	129	43	111
Edison Lamp Works of General Electric Co.	155	52	112
Edison Lamp Works of General Electric Co.	205	71	115
Edison Lamp Works of General Electric Co.	267	91	...
LITHOGRAPHY			
M. Rusling Wood	90	28	...
LUBRICANTS			
Standard Oil Company of California	158	53	...
MEDICINES			
Nujol Laboratories	16	5	104
Nujol Laboratories	189	64	114
Nujol Laboratories	280	94	118
United Drug Company	202	69	

	PLATE	PAGE	APPDX.
MOTION PICTURES			
Famous Players-Lasky Corporation	27	7	105
Famous Players-Lasky Corporation	174	59	...
MUSICAL INSTRUMENTS			
American Piano Co.	178	61	113
The Estey Organ Co.	98	31	108
The Estey Organ Co.	229	80	116
The Estey Organ Co.	230	80	116
The Estey Organ Co.	231	80	116
The Estey Organ Co.	232	80	116
The Packard Co.	5	2	...
Steinway & Sons	96	30	...
Steinway & Sons	97	30	...
Steinway & Sons	99	31	...
Steinway & Sons	100	31	
OFFICE EQUIPMENT			
Burroughs Adding Machine Co.	7	2	...
Burroughs Adding Machine Co.	8	2	...
Burroughs Adding Machine Co.	107	34	...
Multigraph Co.	126	41	...
Royal Typewriter Co.	151	50	...
OPTICAL GOODS			
Bausch and Lomb Optical Co.	273	92	...
Bausch and Lomb Optical Co.	274	92	...
Bausch and Lomb Optical Co.	290	96	..
PAPER			
Crane & Co.	114	36	110
Eastern Manufacturing Co.	270	92	...
Eaton, Crane & Pike Company	71	22	107
Japan Paper Company	249	85	...
Liberty Paper Co.	53	16	104
PENCILS			
Joseph Dixon Crucible Co.	19	6	...
Joseph Dixon Crucible Co.	121	39	...
Joseph Dixon Crucible Co.	122	39	...
Joseph Dixon Crucible Co.	176	60	...
Joseph Dixon Crucible Co.	177	60	...
Joseph Dixon Crucible Co.	181	62	...
PERIODICALS			
Crowell Publishing Co.	262	89	117
Crowell Publishing Co.	287	96	...
Crowell Publishing Co.	288	96	...
Crowell Publishing Co.	296	98	
Curtis Publishing Co.	B	xi	
Marshall Field & Co. (Fashions)	42	12	.
Standard Oil Company of California (House Organ)	210	73	
Standard Oil Company of California (House Organ)	211	73	..

	PLATE	PAGE	APPDX.
PHONOGRAPHS			
The Wiley B. Allen Co.	266	91	..
Columbia Graphophone Co.	A Frontispiece		103
Victor Talking Machine Co.	36	11	.
Victor Talking Machine Co.	44	13	.
Victor Talking Machine Co.	45	13	.
Victor Talking Machine Co.	52	15	
Victor Talking Machine Co.	75	24	.
Victor Talking Machine Co.	95	30	
Victor Talking Machine Co.	148	50	.
Victor Talking Machine Co.	197	67	.
Victor Talking Machine Co.	253	86	..
PRINTING			
Caxton Company	4	2	...
Caxton Company	92	28	...
Caxton Company	137	46	..
Caxton Company	149	50	..
Franklin Printing Company	14	4	
Franklin Printing Company	40	12	..
Franklin Printing Company	62	19	...
Franklin Printing Company	73	23	.
Franklin Printing Company	86	27	.
Franklin Printing Company	101	32	..
Franklin Printing Company	124	40	.
Franklin Printing Company	128	42	...
Franklin Printing Company	279	94	.
Franklin Printing Company	281	94	..
Franklin Printing Company	289	96	...
Rochester Bureau of Printing	245	84	..
REAL ESTATE			
Louis Schlesinger, Inc.	272	92	117
SAFETY RAZORS			
American Safety Razor Co.	29	8	105
American Safety Razor Co.	43	12	106
SCALES			
Toledo Scales Co.	34	10	105
SCHOOLS			
Alexander Hamilton Institute	6	2	...
Alexander Hamilton Institute	22	6	104
Alexander Hamilton Institute	24	7	105
Alexander Hamilton Institute	25	7	...
Alexander Hamilton Institute	242	83	116
SHIPPING			
United Fruit Co.	214	74	...
SHOPS			
Marshall Field & Co.	144	49	..
Marshall Field & Co.	194	66	...
Ovington Bros. Co.	63	20	107

SHOPS—Continued	PLATE	PAGE	APPDX.
Ovington Bros. Co.	117	37	110
Ovington Bros. Co.	154	51	...
Ovington Bros. Co.	185	63	114
SILVERWARE			
Oneida Community, Ltd.	234	81	...
R. Wallace & Sons Mfg. Co.	225	78	...
SOAPS			
The Andrew Jergens Co.	61	19	...
The Andrew Jergens Co.	87	27	...
The Andrew Jergens Co.	208	72	...
The Andrew Jergens Co.	227	79	...
Bon Ami Co.	193	65	...
Walter Janvier Co.	58	18	...
Lever Bros. Co.	21	6	...
Lever Bros. Co.	141	48	...
Lever Bros. Co.	188	64	...
SPORTING GOODS			
U. S. Rubber Co.	72	23	107
TIRES			
The Fisk Rubber Co.	222	77	...
B. F. Goodrich Company	275	93	118
Kelly-Springfield Tire Co.	301	99	...
TOILET ARTICLES			
Chantilly Toilet Goods	243	84	...
Colgate & Co.	38	11	...
George B. Evans	134	44	...
I. W. Lyon & Sons	216	75	115
Odorono Co.	23	6	...
Pompeian Mfg. Co.	130	43	111
Alfred H. Smith Co.	115	36	...
Alfred H. Smith Co.	133	44	...
Alfred H. Smith Co.	198	67	...
Frederick Stearns & Co.	192	65	...
Frederick Stearns & Co.	203	70	...
TOOLS			
Billings & Spencer Co.	240	83	...
Billings & Spencer Co.	241	83	...
Billings & Spencer Co.	244	84	...
TOYS			
H. C. White Co.	83	27	108
H. C. White Co.	84	27	108
H. C. White Co.	88	27	108
TRANSPORTATION			
The Clark Equipment Co.	118	38	...
The Clark Equipment Co.	139	47	...

TRANSPORTATION—Continued

	PLATE	PAGE	APPDX
The Clark Equipment Co.	276	93	..
The Clark Equipment Co.	277	93	
The Clark Equipment Co.	278	94	

TRUNKS

Hartmann Trunk Co.	10	3	104
Hartmann Trunk Co.	65	21	107
Hartmann Trunk Co.	68	21	107

UNITED STATES GOVERNMENT

U. S. Department of Agriculture	11	3	...
U. S. Army	81	26	107
U. S. Navy Publicity Bureau	179	61	...
U. S. Army	187	63	114
U. S. Victory Loan	235	81	...
U. S. Army	286	95	118

WEARING APPAREL

Simon Ascher & Co., Inc.	109	34	.
Simon Ascher & Co., Inc.	204	70	...
Lamont Corliss Co. (Men's)	269	92	...
L. Adler, Bros. & Co.	215	75	...
L. Adler, Bros. & Co.	248	85	...
L. Adler, Bros. & Co.	251	86	...
Cluett, Peabody & Co.	132	44	...
Cluett, Peabody & Co.	170	58	113
Cluett, Peabody & Co.	201	69	...
Cluett, Peabody & Co.	246	84	116
Alfred Decker & Cohn	168	57	...
Alfred Decker & Cohn	175	60	...
Earl & Wilson, Inc.	293	97	118
Earl & Wilson, Inc.	294	97	. .
Hart Schaffner & Marx	50	15	...
Hart Schaffner & Marx	77	24	...
Hart Schaffner & Marx	79	25	...
Hart Schaffner & Marx	136	45	...
Hart Schaffner & Marx	169	57	...
Hart Schaffner & Marx	173	59	...
Hart Schaffner & Marx	233	81	...
Jobbers Overall Co.	196	67	115
B. Kuppenheimer & Co.	223	78	...
B. Kuppenheimer & Co.	226	79	...
B. Kuppenheimer & Co.	255	87	...
B. Kuppenheimer & Co.	256	87	...
E. A. Mallory & Sons, Inc.	54	16	113
E. A. Mallory & Sons, Inc.	180	61	113
W. H. McElwain Co.	3	2	103
W. H. McElwain Co.	159	53	112
Rogers Peet Co.	147	49	...
The Royal Tailors	1	1	...
United Shirt & Collar Co.	195	66	114
United Shirt & Collar Co. (Women's)	209	72	115
Dobbs & Co.	47	13	...
Dobbs & Co.	190	64	...

WEARING APPAREL—Continued

	PLATE	PAGE	APPDX.
Dobbs & Co.	295	98	...
La Grecque Underwear Co	228	79	116
McCallum Hosiery Co.	102	32	...
McCallum Hosiery Co.	184	62	...
Thomas G. Plant Co.	112	35	...
Standard Kid Mfg. Co.	15	5	104
Standard Kid Mfg. Co.	106	33	109
Standard Kid Mfg. Co.	123	39	111
Standard Kid Mfg. Co.	213	74	...
The Wolf Co.	37	11	...
The Wolf Co.	89	28	108

INDEX OF ARTISTS

Artist	Plate	Page
Abbott, S. N.	77	24
Abbott, S. N.	136	45
Bailey, Vernon Howe	182	62
Ball, Linn	134	44
Barclay, MacClelland	26	7
Barclay, MacClelland	71	22
Barclay, MacClelland	275	93
Beall, C. C.	178	61
Beall, C. C.	195	66
Beall, C. C.	209	72
Ben Rimo, Thomas D.	41	12
Ben Rimo, Thomas D.	271	92
Ben Rimo, Thomas D.	272	92
Ben Rimo, Thomas D.	302	99
Bevans, Torre	145	49
Biggs, Walter	87	27
Biggs, Walter	200	68
Biggs, Walter	222	77
Biggs, Walter	227	79
Blake, George W.	207	71
Bolegard, Joseph	42	12
Bolegard, Joseph	144	49
Bolegard, Joseph	194	66
Booth, Franklin	197	67
Booth, Franklin	240	83
Booth, Franklin	241	83
Booth, Franklin	242	83
Booth, Franklin	253	86
Botkin, Henry A.	125	41
Bracker, J. Henry	29	8
Bracker, J. Henry	43	12
Brown, Arthur William	6	2
Brown, Arthur William	22	6
Brown, Arthur William	25	7
Burgraff, E. R.	72	23
Chambers, Charles E.	58	18
Chambers, Charles E.	96	30
Chambers, Charles E.	97	30
Chambers, Charles E.	100	31
Chambers, Charles E.	156	52
Chambers, Charles E.	199	68
Chapman, F. T.	57	17
Chapman, F. T.	85	27
Chapman, F. T.	131	43
Chapman, F. T.	298	98
Chapman, F. T.	299	98
Chenoweth, J.	1	1
Chenoweth, J.	10	3
Chenoweth, J.	65	21
Chenoweth, J.	68	21
Chenoweth, J.	172	58
Clarke, René	80	26
Clarke, René	114	36
Clarke, René	236	82
Clarke, René	237	82
Clarke, René	238	82
Clarke, René	239	82
Clarke, René	265	90
Cornwell, Dean	61	19
Daugherty, James H.	179	61
Davenport, Edmund G.	53	16
DeLappe, W. R.	210	73
DeLappe, W. R.	211	73
Dunn, Harvey Hopkins	247	85
Dunn, Harvey Hopkins	249	85
Dunn, Harvey Hopkins	250	85
Dwiggins, W. A.	40	12
Eby, Kerr	260	89
Eby, Kerr	263	89
Elliott, Elizabeth S. G.	104	32
Erickson, Carl	2	1
Erickson, Carl	165	56
Ewell, James Cady	276	93
Ewell, James Cady	277	93
Ewell, James Cady	278	94
Falls, C. B.	110	35
Falls, C. B.	280	94
Fangel, Maud Tousey	38	11
Fangel, Maud Tousey	262	89
Fellows, L.	301	99
Ferriss, Hugh	27	7
Ferriss, Hugh	55	17
Forbell, Charles H.	147	49
Foringer, A. E.	28	8
Gardner, Donald	31	9
Gardner, Donald	35	10
Goldbeck, Walter Dean	16	5
Goldbeck, Walter Dean	189	64
Goldbeck, Walter Dean	202	69
Gordon, Leon M.	54	16
Gordon, Leon M.	168	57
Gordon, Leon M.	175	60
Gordon, Leon M.	180	61
Grassby, Percy	14	4
Grassby, Percy	73	23
Grassby, Percy	101	32
Greene, Walter	160	54
Gruger, F. R.	B	xii
Gruger, F. R.	23	6
Gruger, F. R.	24	7
Gruger, F. R.	82	26
Gruger, F. R.	105	33
Gruger, F. R.	269	92
Guerin, Jules	93	29
Hammon, James H.	286	95
Hanna, T. K.	219	76
Hazelton, I. B.	297	98
Heinrich, R. F.	264	90
Heinrich, R. F.	283	95
Heitland, W. E.	A	Frontispiece
Heitland, W. E.	130	43
Heitland, W. E.	228	79
Helck, Clarence	151	50
Hiller, Lejaren À	17	5
Hiller, Lejaren À	66	21
Hoffman, Frank B.	296	98
Horter, Earl	19	6
Horter, Earl	32	9
Horter, Earl	121	39
Horter, Earl	122	39
Horter, Earl	176	60
Horter, Earl	177	60
Horter, Earl	181	62
Hoskins, Gail Porter	91	28
Howard, O. F.	216	75

ARTIST	PLATE	PAGE
Howitt, John Newton	49	14
Howitt, John Newton	64	20
Howitt, John Newton	208	72
Illian, George J.	70	22
Illian, George J.	90	28
Illian, George J.	191	65
Illian, George J.	212	73
Irvine, Charles	76	24
Jaquish, O. W., Jr.	245	84
Jaquish, O. W., Jr.	304	100
Jaquish, O. W., Jr.	305	100
Jaquish, O. W., Jr.	306	100
Johnson, Charles Everett	113	35
Johnson, Charles Everett	217	75
Johnston, Alfred Cheney	47	13
Johnston, Alfred Cheney	190	64
Kelly, John	158	53
Kerfoot, Robert	221	77
Kidder, Ben. L.	142	48
Kidder, Ben. L.	143	48
Kimball, Alonzo	224	78
Lees, Harry	7	2
Lees, Harry	8	2
Lees, Harry	107	34
Lees, Harry	126	41
Leyendecker, J. C.	132	44
Leyendecker, J. C.	140	47
Leyendecker, J. C.	161	54
Leyendecker, J. C.	201	69
Leyendecker, J. C.	223	78
Leyendecker, J. C.	226	79
Leyendecker, J. C.	255	87
Leyendecker, J. C.	256	87
Lie, Jonas	118	38
Liello, John	270	92
Logan, Maurice	138	46
Loomis, Andrew	5	2
Marsh, Lucile Patterson	21	6
Marsh, Lucile Patterson	109	34
Marsh, Lucile Patterson	141	48
Marsh, Lucile Patterson	192	65
Marsh, Lucile Patterson	203	70
Marsh, Lucile Patterson	204	70
Masters, F. B.	300	99
McKinnon, Mary	184	62
McMein, Neysa	225	78
McNeill, Stanley F.	39	11
Meyer, Baron de	234	81
Monks, Edward	295	98
Montgomery, Margaret	166	56
Morgan, Wallace	3	2
Morgan, Wallace	63	20
Morgan, Wallace	117	37
Morgan, Wallace	154	51
Morgan, Wallace	185	63
Murphy, John J. A.	282	94
Murphy, John J. A.	291	97
Murphy, John J. A.	292	97
Murphy, John J. A.	303	99
Nelson, G. Patrick	116	37
Nelson, G. Patrick	120	38
Oberhardt, William	12	4
Oberhardt, William	59	18
Oberhardt, William	183	62
Oberhardt, William	196	67
Oberhardt, William	257	88
Oberhardt, William	258	88
Oberhardt, William	261	89
Otis, Samuel	167	56
Parker, Cushman	51	15
Parker, Cushman	193	65
Parkhurst, Anita	112	35
Parkhurst, Anita	220	76
Parrish, Maxfield	69	22
Parrish, Maxfield	94	29
Parrish, Maxfield	115	36
Parrish, Maxfield	139	47
Parrish, Maxfield	267	91
Paul, Charles R.	62	19
Paus, Herbert	44	13
Paus, Herbert	45	13
Paus, Herbert	52	15
Paus, Herbert	173	59
Penfield, Edward	11	3
Penfield, Edward	79	25
Penfield, Edward	86	27
Penfield, Edward	124	40
Penfield, Edward	128	42
Penfield, Edward	169	57
Penfield, Edward	279	94
Penfield, Edward	281	94
Penfield, Edward	289	96
Pennell, Joseph	152	51
Pennell, Joseph	153	51
Pennell, Joseph	206	71
Pogany, Willy	188	64
Preston, James	74	23
Preston, James	150	50
Pryor, Warrant	20	6
Pryor, Warrant	30	8
Raleigh, Henry	33	10
Raleigh, Henry	159	53
Raleigh, Henry	285	95
Reeses, The	37	11
Reeses, The	48	14
Reeses, The	89	28
Reeses, The	146	49
Reeses, The	157	53
Reid, Louis H.	284	95
Reuterdahl, Henry	214	74
Rienecke, William	46	13
Rockwell, Norman	129	43
Rockwell, Norman	155	52
Rockwell, Norman	170	58
Rockwell, Norman	187	63
Rockwell, Norman	205	71
Rosa, Guido & Lawrence	273	92
Rosa, Guido & Lawrence	274	92
Rosa, Guido & Lawrence	290	96
Ryland, R. K.	15	5
Ryland, R. K.	106	33
Ryland, R. K.	123	39
Ryland, R. K.	213	74
Schabelitz, R. F.	259	88
Schabelitz, R. F.	293	97
Schabelitz, R. F.	294	97
Schou, Sigmund	108	34

Artist	Plate	Page
Schou, Sigmund	127	41
Schou, Sigmund	171	58
Shafer, L. A.	13	4
Sheridan, John E.	50	15
Sheridan, John E.	233	81
Smith, Jessie Willcox	103	32
Smith, William	186	63
Spieter, Roy	67	21
Teague, Walter Dorwin	215	75
Teague, Walter Dorwin	244	84
Teague, Walter Dorwin	246	84
Teague, Walter Dorwin	248	85
Teague, Walter Dorwin	251	86
Teale, E. G.	4	2
Teale, E. G.	92	28
Teale, E. G.	137	46
Teale, E. G.	149	50
Teale, E. G.	235	81
Tenggren, C.	111	35
Timmins, Harry L.	243	84
Tornrose, A. T.	34	10
Townsend, Harry	99	31
Treidler, Adolph	56	17
Treidler, Adolph	81	26
Treidler, Adolph	162	55
Treidler, Adolph	163	55
Treidler, Adolph	164	55
Tyler, Audubon	60	18
Tyler, Audubon	119	38
Weber, Sarah Stilwell	83	27
Weber, Sarah Stilwell	84	27
Weber, Sarah Stilwell	88	27
Weld, H. R.	9	3
Welsh, H. Devitt	252	86
Welsh, H. Devitt	254	87
Williams, Bob	287	96
Williams, Bob	288	96
Wilson, Edward A.	18	6
Wilson, Edward A.	95	30
Wilson, Edward A.	98	31
Wilson, Edward A.	133	44
Wilson, Edward A.	148	50
Wilson, Edward A.	198	67
Wilson, Edward A.	218	76
Wilson, Edward A.	229	80
Wilson, Edward A.	230	80
Wilson, Edward A.	231	80
Wilson, Edward A.	232	80
Wilson, Vaux	36	11
Wilson, Vaux	75	24
Wilson, Vaux	174	59
Woodbury, Marjory C.	102	32
Wyeth, N. C.	78	25
Wyeth, N. C.	135	45

This book was arranged under the direction of the Catalogue Committee of the Art Directors Club as a record of their First Annual Exhibition of Advertising Art.

The engravings throughout are the work of the Beck Engraving Company, New York.

The paper, Duchess Cover and Black and White Coated Book, was supplied by the Dill & Collins Company, New York.

The binding was executed by the Baylis Bindery, New York.

The printing is the work of the Publishers Printing Company, New York.

DATE DUE

Feb 9			
NOV 30			
Oc 17			
Mr 8			
Feb 15			
March 6			
OCU 16			
Ol 28.			
March 25.			
OCT 21 1963			
OCT 24 1963			
NOV - 5 1963			

PRINTED IN CANADA
BY
RYERSON PRESS

J. Syd. Hallam.

NC N.Y. Art
2000 Directors Club
A67 Annual
'21

ONTARIO COLLEGE OF ART
100 McCAUL ST.
TORONTO 2B, ONTARIO

The BOOK SERVICE COMPANY
15 East 40th Street
New - York - City
Telephone Murraylill 9939

his Book.

ONTARIO COLLEGE OF ART
3 3390 00001 7349